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ABSTRACT

Conducted through a survey of several communities using videotaped interviews and an examination of the general Canadian media scene, the study undertaken for this report attempted to determine the current level of awareness and knowledge of Albertans concerning the use of cable television (CATV) for community programming. Since the study indicated that there was a general lack of knowledge about community CATV, that community-developed material for CATV is in need of financial and moral support, and that cable companies are providing the right of community access, the report recommends an extensive program of information dissemination and education concerning all aspects of community CATV as well as flexibl legislation policies by the Canadian Radio Television Commission to account for regional and local differences. The report includes a philosophy of community access to cable television, a glossary of terminology, an outline of a demonstration project for a community programming center, and a bibliography of papers collected for the study. (Author/SH)

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THE SLEEPING MEDIUM:

A REPORT OF THE COMMUNITY TELEVISION STUDY PROJECT ALBERTA, 1971

edited by

A. C. L. Zelmer

Assistant Professor of Educational Media

The University of Alberta

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COMMUNITY TELEVISION STUDY PROJECT

A cooperative project of:

The University of Alberta:
Community Development Program, and
Department of Extension.

The University of Calgary:
Continuing Education Department, and
School of Social Welfare.

Financed by the universities with grants from:

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Department of the Secretary of State, Canada.

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as required.

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ABSTRACT

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The final report of a cooperative project of the Universities of Calgary and Alberta to accumulate information and produce recommendations which would help determine the best use of the community access feature of cable television in Alberta. With a guiding philosophy of broad access to the community cable system with maximum citizen participation, the study was based primarily on a survey of individual citizens and community groups in a range of Alberta communities. The survey used open ended informal interviews recorded on videotape. The interviewees had the right to edit any of the recorded interview. A small action component of the study attempted to disseminate information about community television programming upon request.

While responses varied, the majority of interviewees replied "I don't know," or I didn't realize." Accordingly the study recommends an extensive program of information dissemination and education concerning all aspects of community cable television. In addition the study recommends that the CRTC maintain flexible legislation policies to account for regional and local differences.

The report includes a philosophy of community access to cable television, a simple glossary of terminology and an outline of a demonstration project for a community programming center.

VIDEOTAPE PRESENTATION

A special videotape program has been prepared to complement this study report. It contains segments taken from the more than sixty hours of interviews conducted, and helps provide an insight into the data recorded here.

Educational institutions may obtain copies of the videotape upon application to the Videotape Dubbing Center, Department of Education, Edmonton; non-educational institutions from HRDA Communications, Edmonton.

SOURCES OF THIS REPORT

Copies of this report have been deposited with the libraries at the University of Alberta, the University of Calgary and the University of Lethbridge. In addition, copies may be obtained, while they last, from the Coordinator, M.A. in Community Development Program, University of Alberta, Edmonton.

ACKNOWLEDGEMENTS

It is particularly difficult with a project of this nature to adequately acknowledge all the contributions of the various agencies and individuals involved. We would particularly like to thank the more than one hundred interviewees for their time and trouble; and in addition, the individuals who helped us set up the interviews and the organizations who provided us with space to conduct them. Without this cooperation there would have been no project.

To our sponsoring and funding agencies, likewise our thanks, not only because it is customary but also because of the time and assistance generously provided by individuals within those organizations.

Finally, to all those involved in the project, our thanks for assisting us and for putting up with the difficulties inherent in an informally organized study with its own organic development. If at times we seemed to be floating in a morass of our own making, take satisfaction from the thought that while we weren't sure of our final port of call, we didn't sink along the way.

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CHAPTER I

COMMUNITY TELEVISION: TERMINOLOGY AND PHILOSOPHY

"Community Media". . . . "Community Access". These terms announce the philosophy of allowing the participation of any individual in our community communication services. Unfortunately they don't define what is really meant when one talks about Community Programming for cable television since these terms seem to have a multiplicity of meanings depending upon whether the speaker is an academic, a community development worker, a businessman, a social action organizer or the owner of a cable franchise. However since a major emphasis of this study involved a bias, indeed a conviction, that community involvement in the communications systems is essential, it becomes necessary to define the terms as we meant them during our study. Equally important, the definitions include non-technical explanations of what is meant by cable television and other mystical terms.

Terminology:

Audio tape: an iron oxide coated tape which will record and store audible sounds (such as voices) for later playback. Often called "magnetic tape", it is used on a "tape recorder".

Broadcast television: a television system where the program or signal is "broadcast" into the air from a large antenna. The program can be received on a home television set.

Cable: the wire which hooks television sets together in a cable television system.

Cable license: the license which the CRTC allocated to a cable operator to provide cable television. The license sets out the requirements and responsibilities of a cable operator. Often called "a license to print money" since it is generally believed that cable operators can make generous profits on their investment.

Cable operator: an individual or company who has received a franchise (license) to operate a cable television station. Also the manager of such a system where the owner lives elsewhere.

Cable television: a system of "wiring" homes together with a television cable (like a telephone cable) to provide a better picture or an increased number of T.V. channels available for selection. Again like the telephone system, the subscriber pays a hook-up charge and a monthly rental fee. The "cable" hooks up to the ordinary television set in exactly the same manner as our antenna presently does.

Canadian Radio Television Commission (CRTC): The federal government body which decides cable (and broadcast) television policy and which approves the licensing of cable operators.

Charter board, media co-op, board of directors, community board: terms which refer to organizations which would be established to work with (not for) the cable operator to provide community television programming. Some proponents would prefer them to be the holder of a license to produce the programs for a community television channel, leaving the cable operator with the task of distributing the programs over his cable system.

Closed circuit television (CCTV): a television system where the TV camera and microphone are connected directly (usually by wires) to the television set (monitor). The television signal is not broadcast through the air as is the normal commercial television program and cannot be received on any television set that is not physically connected. Often used in schools and in security surveillance systems.

Community access: a term used to indicate the ability of a member of the community to participate in the production of a television show. Usually a commercial television crew will make a program "about" a community. This term implies that the community will use the media tools to make a program about itself.

Community antenna television system (CATV): a cable system where the cable operator or owner has erected a large antenna which is hooked up to several television sets (may be several thousand sets in a large community) to improve television reception. Often used in apartment houses so that each tenant does not need his own antenna.

Community channel: the term used by the CRTC to describe one or more channels on a cable television system reserved for local community programming (see also community access).

Community feedback: the process of obtaining responses from a community regarding an issue under discussion. Phone-in radio shows solicit listener "feedback".

Community involvement: a term which refers to the working of individuals and/or groups on a community project or problem.

Community television (or community programming): variety of definitions; usually meaning television programs which originate from the local community where they are shown. These could include anything from local newscasts and sport events, to local drama productions and talk shows.

Used also to mean locally produced programs which members of the community itself have prepared rather than being prepared by professional broadcasters.

Copyright: the protection that an artist or writer received to restrict copying of any creative material. "Copyrighted" materials should not be reproduced without permission from the artist or author (and often the payment of a fee).

Director: the creative person who controls the artistic and technical quality of a program.

Edit, editing, editing capability: terms referring to the ability to take scenes from film or videotape that were shot at different times and to combine them into a single smooth presentation, or to remove material from a film or videotape to make a shorter production.

Educational television (ETV): an term which when adapted to Canada means television programming of "courses of study" to an audience of "students". Includes such programs as "How to Play Bridge" and "Sesame Street".

EVR, Instavision, Videocassette etc: commercial trade names for new machines or systems for playing back a pre-recorded program, and in some cases for recording programs.

Film: the photographic material used to make a motion picture or a still photograph (see also Videotape and Kinescope).

Film chain: the machine which allows a motion picture to be shown on television.

Graphics: lettering or drawings which are used on television to help explain concepts where words are not adequate. May also include segments of film for the same purpose.

Hardware: equipment, machines, black boxes and related wires necessary to record or play-back any media program (software).

Instruction television (ITV): an American term referring to television programs which provide direct instruction in a specific course of study such as "Social Studies 30" or "university credit courses by television".

Kinescope: a film record of a television program made by photographing a special television set with motion picture film. Can be viewed on a normal film projector.

Media: communications tools or processes including television, radio, newspapers, posters, books, films, slides, artistic works, photographs. A badly misused term. (Medium is the singular form)

Microwave: a system to transmit television signals from one point to another point over long distances without using cables. A microwave system is used to bring CBC and CTV network programs to Alberta from the production centers in eastern Canada and will be used to import U.S. television programs for cable television systems.

Monitor: a special television set which does not have any sound system. Used indiscriminantly to refer to any television set (eg: home receiver).

NFB: National Film Board of Canada. The federal government agency which produces films to "Show Canada to Canadians".

NFB has a series of joint projects with various government departments to promote community involvement (called "Challenge for Change").

Producer: the person who organized a film or television production. Often combined with the director as a producer/director in low budget productions.

Public television (PTV): an American term which refers to "public affairs" television, and the type of station which carries public affairs television. Now also refers to most U.S. educational television stations.

Software: the program, production, presentation for use on any media system (hardware). May be a book, play, speech, film, tele-vision program etc.

Studio (television studio): a room or series of rooms with special lighting and other facilities to enable television programs to be produced. Usually contain several television cameras, video tape recorders and mysterious black boxes that only technicians (experts) are allowed to touch.

Talent release: the legal document which gives a photographer or producer permission to use a photograph, audio recording or video recording of a person for inclusion in a television program, film etc.

Video tape: the 1/2", 1", or 2" wide coated plastic tape which is used on a VTR to record television programs.

Video tape recorder (VTR): a machine which records television picture and sound on a magnetic tape for later replay.

Commercial television stations have used large VTR's for years but recently the manufacturers have provided portable battery operated machines which can be carried on a person's back.

Philosophy. As a research group composed of social scientists, educators, and community oriented students we are committed to the belief that individuals and groups should have as equal an access to the tools of communication as that enjoyed by business and government. We realize that most community groups do not have the financial resources to purchase time or space in the conventional media. Cable television is however a relatively new phenomenon which has the potential of providing an advertising-free community produced communications service. In addition the CRTC has sparked a hope that such a dream might come true with its recent recommendations and guidelines for cable operators which recognize the need "for the enrichment of community life through fostering communications amongst individuals and community groups."

In our minds there exists a very real difference between community programming and local programming. Local programming means the

coverage of local events by a professional broadcaster: the local newspaper reporter, the newscaster on radio or television local coverage, and now the local cable operator who hires a program director and staff to prepare programs about the community.

With the success of NFB's "Challenge for Change" programs, community action groups and minority interest media (the black community stations in the USA and Canadian Indian media services), it has become apparent that a different philosophy of media service is viable. To quote from the "Challenge for Change" brief to the CRTC April hearings:

> "COMMUNITY PROGRAMMING - to us, means that EVERYONE has the privilege of using the local channel. It is not a favor to be granted by the Owner. Community programming means citizen participation---guaranteed by a truly representative body of all social strata that excludes neither the poor nor the police. It MUST mean FEEDBACK and two-way communications."

There are other media which can foster this community participation; our philosophy also embraces the use of radio, film, printed materials and other less familiar resources. The guiding principle of usage should be to allow the people to do it themselves. Professional media producers should work ONLY as RESOURCE PEOPLE and must not be allowed to impose criteria or guidelines. It is recognized that community groups will need the assistance of skilled professionals in many areas - broadcasters, community organizers and urban specialists. However, the community must retain control over what happens, where, when and how it happens, and

who does what. In no other way can a community media service be truly a community service.

In order to facilitate the development of this community service concept we hope that various skilled community development agencies can serve as resources. The establishment of representative charter boards or media cooperatives in a community could be facilitated through such assistance. As with the actual media service, this organization stage must also be under the control of the community. We can see no place for the community organizer who wishes to lead marches on the government - instead his role must be that of an advisor and consultant only. Since it is likely that the community level of information about both organizing and media will be quite low, it will probably be necessary to conduct workshops and training sessions. This can best be accomplished in the community, upon request by the community and under the control of the community.

As a part of this study, the researchers distributed an information booklet on cable television entitled "Community Cable TV and You" (NFB: Challenge for Change Newsletter No.6) which describes cable television and one means of organization. In addition they supplied a list of skilled persons who would be willing to assist in providing further information. In this way we would hope that the community will request assistance as it sees the necessity.

For these reasons we see the research project reported here as being merely the first step of what may perhaps be a long term program. With the budget of this project it was seen to be impossible to respond properly to requests for additional information. We hoped to be able to

determine from the study what types of educational and training programs would be most appropriate; what types of organizational structures were most viable; and to what extent the person in the community subscribed to the concepts of citizen involvement.

Summary. The philosophy of this research project was predicated upon the belief that every individual in the community had an equal right to gain access to the media services of a community, and that he had the right to have control over these same services. Likewise the community should have control over the means of organizing to utilize the media services, using skilled professionals as consultants without allowing the professionals to dominate the community, its organizations or its media services. This present study was seen as the first step in a process of need identification to provide data to the concerned agencies so that they might plan their responses to community requests.

CHAPTER II

DEFINING THE PROBLEM

Purpose of the Study. The overall purpose of the study was to accumulate information and experience which would help determine the best use of the community access feature of cable television.

More specifically, the study would produce recommendations and guidelines for HRDA, the Universities, commercial operators and any other agencies interested in promoting the use of this facility in Alberta Communities.

The study was initiated because of the current Canadian Radio-Television Commission considerations of community use of television and their requests for guidance, the current explosion in the number of cable television systems in Alberta, and the need for communities and interested agencies to obtain information about the utilization and potential of this medium of communication. In short, we needed to know how to develop a new medium of communications, one with no available talent pool, few resources, little equipment and maximum community involvement.

The Problem. The central problem of this study was to prepare a descriptive profile of the development and use (actual or proposed) of cable television for community access programming in Alberta. Specifically the study surveyed the following communities through a combination of videotaped and conventionally recorded open-ended interviews:

a) EDMONTON, a large urban center anticipating cable television (late 1971 or early 1972);

b) LETHBRIDGE, a medium sized urban center with cable television, the only center with community programming experience, and with a working project with the BLOOD INDIAN RESERVE (closed circuit for on-reserve use);

c) RED DEER, a medium sized urban center with cable television but very limited community programming;

d) GRANDE PRAIRIE, a small urban center anticipating cable television although no license had yet been granted to the several applicants;

e) CALGARY, a large urban center anticipating cable television in the immediate future and currently in the midst of community programming discussions.

In addition, the study surveyed the general Alberta cable television scene, and attempted to relate the developments in Alberta to Canadian developments.

A less central problem of the study was to provide information about sources of community programming information, technical assistance, equipment, funding and organizational expertise when requested by members of the community being surveyed.

Procedure.

A. General survey of literature to determine the current status of community access to television in Canada and Alberta.

B. Commissioned study on the current status of community access to television in Canada and probable developments, by Mr. Robert Torrance of Toronto and to be incorporated in the study findings. On the basis of insights from activities elsewhere the study would provide some guidelines for recommendations for Alberta.

C. Open-ended interviews with selected individuals in the survey communities to obtain information and attitudes about developments to date and proposed developments in community television. Most of the interviews were videotaped for further analysis and for playback to the interviewee when requested.

Individuals interviewed included cable operators or managers, either franchisee or applicant; and some or all of the following: formal power structure persons such as the mayor, church leaders, union leaders, chamber of commerce members, professionals in the community, educators; key persons identified with community television; members of the general public, including students, the elderly, welfare recipients, etc.; and "man on the street" interviews. An attempt was made to request interviewees to supply names of others interested in community television and to follow up with interviews.

The interviews developed organically over the period of the study: the first used a series of free-flowing questions based on a questionnaire guide (see APPENDIX) but not rigidly following either the format or the content, later interviews used a more structured approach (see APPENDIX). The purpose of this approach was to allow the study team to define the parameters of possible directions that a group studying the present and potential use of the community channel could take.

Whereas at the present moment there are several studies being conducted about the use of the community channel of cable television; community programming has, as yet, little history, and few studies could be used as guidelines in setting up a design or approach.

One of the reasons this approach was also necessary was the total lack of community awareness of cable that was discovered in the initial phases of the study. The subsequent necessity for large information 'inputs' limited the value of a rigid questionnaire format. That is to say, the questionnaire was only giving back lack of information - not allowing any feedback other than lack of knowledge. For our purposes it was more important, at this stage to 'sound-out' reactions.

The interviews were generally arranged by a member of the field team visiting the community following a press release (see APPENDIX) sent to the community's newspaper(s), radio and/or television station(s). Interviews were then confirmed by mail, enclosing at that time a copy of the National Film Board/Challenge for Change Newsletter "Community Cable TV and You".

D. Two staff seminars for training and integration of data purposes. The first finalized the study design, trained staff in relevant interview-videotape techniques, and gave an overview of the Canadian situation. A second seminar was held at the completion of the field research to process the data collected and to formulate tentative study recommendations.

E. Dissemination of information during the study period was accomplished either by a response directly from the field team or by a referral to a member of the study team or planning group. Because of

the limited resources of the project, the field team attempted to work with minimal involvement in the community being studied. While this was an "action research" project, limited funds necessitated limited involvement. On the other hand, as was mentioned previously, the field team found a general lack of relevant information which required some considerable information input before beginning their interviews.

Personnel.

A. Planning Group: a resource staff of interested educators and researchers who provided overall guidance in planning and implementation of the project.

B. Study Team: a four person supervisory and advisory group who worked directly with the study team and were responsible for overall administration.

C. Field Team: recent graduate students in the applied social sciences (primarily community development) who combined interview skills with an interest in community involvement, and were responsible for the implementation of the project and most of the data collection.

Limitations of the Study. The study had three major limitations in its design and implementation. First, the field team was unable to interview as wide a range of community members as desired. In addition to the community and civic government leaders, field workers and policy makers in relevant provincial and federal governments should have been consulted. Due to time and financial limits we were likewise unable to interview a wide range of community and social action groups. Both types

of groups seem particularly important in a study which has as its secondary objective the dissemination of information. As the study progressed it became obvious that there were several Alberta centers involved in cable television other than those investigated. To be truly representative the study should have visited these communities.

The second limitation was due totally to our time schedule and budget: the study was unable to properly respond to requests for further information and training. In spite of the desire to have an action project which could respond to such requests, it became necessary to refer them to other agencies. Our own internal staff turn-over accentuated these problems and caused inconsistencies in our community approach.

The third limitation was the necessity to bias the study by providing considerable information to some interviewees prior to the interview.

Summary. In general, the study attempted to determine the current level of awareness and knowledge of Albertans concerning the use of cable television for community programming (wherein the community rather than the media professional has the responsibility for content). The study was conducted through a survey of several communities using interviews recorded primarily by videotape recording equipment, and by an examination of the general Canadian media scene for relevant information.

CHAPTER III

THE TECHNOLOGY OF TELEVISION: A Tool For Community Use?

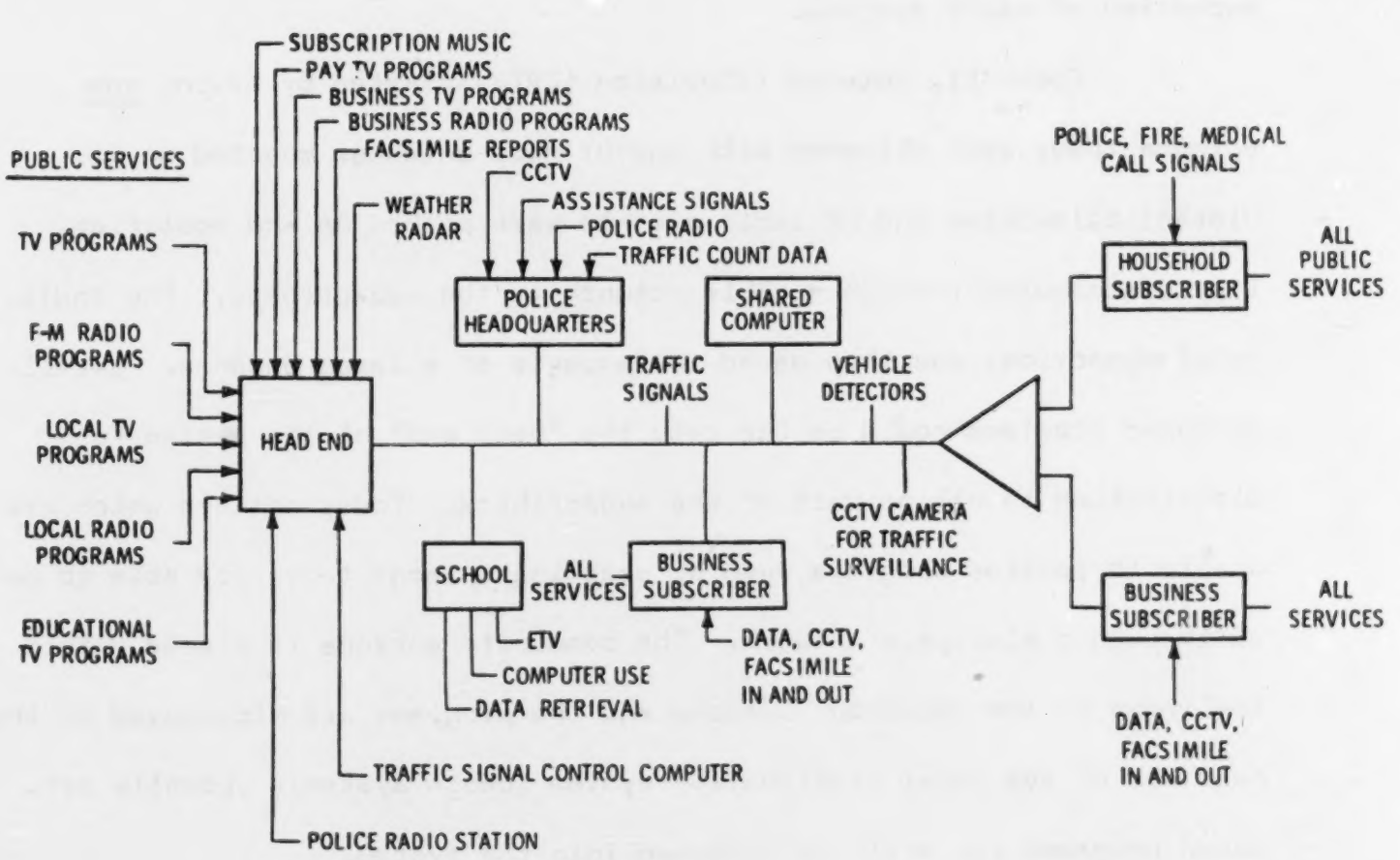
A cable television system is in business to sell good television reception. However the picture changes in areas such as Alberta, since here the system is usually also selling additional television channels, primarily from the United States. This increased potential and improved colour reception are among the major reasons for the fantastic expansion of cable systems.

Community Antenna Television (CATV) started by having one antenna tower well situated with one or more antennas mounted on it. Distant television and FM radio signals were picked up and amplified, then distributed through a cable network to the subscribers. The individual subscriber was thus saved the expense of a large antenna. Locally produced programs could be fed into the "head end" of the system for distribution to all or part of the subscribers. Today centers which are unable to receive programs even by erecting a large tower are able to do so through a microwave network. The community antenna is placed within the range of the required stations and the programs are microwaved to the head end of the local distribution system (cable system). Locally produced programs can still be inserted into the system.

Programs Carried on CATV. A properly designed CATV system can carry much more than just television and FM programs. Two-way voice and data channels can be conveyed on the same cable. Closed circuit television

allows police to watch highway intersections, heavy traffic arteries, public parks and buildings. Industry can use a CATV system for remote telemetering, observation of dangerous or distant processing, cargo loading, box car identification, etc.

School systems can use CATV system to distribute instructional material with both picture and voice. Schools can also have two-way access to a centralized computer for data retrieval, involved calculations in the science or math departments, or computer usage training courses.



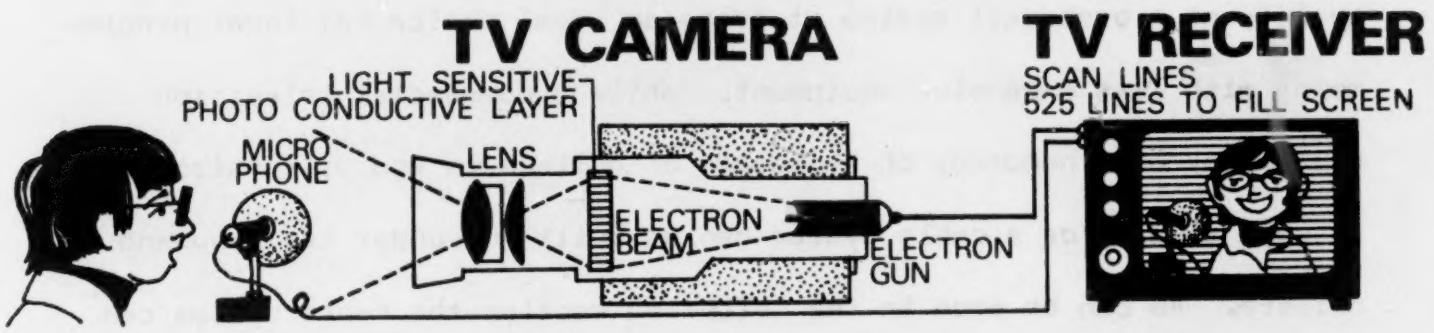
Possible CATV Services

Because a cable system does not lose as much transmission quality as a broadcast system it seems an ideal choice for local programming with less expensive equipment. While a commercial television studio may cost hundreds of thousands of dollars to equip, a fairly respectable studio for a cable system can be built for under ten thousand dollars. As can be seen in the following section the cable system can also have the capacity to add a local channel to its present channels at minimum cost.

Twelve Channel and Twenty Plus Channel CATV Systems. Ordinarily a CATV system is equipped to transmit twelve television channels plus the FM broadcast band. This leaves open several other "bands" where additional television and communication channels can be transmitted. Allowing for blank channels to eliminate possible aircraft navigation interference there are twenty-one possible television channels for normal use plus those that can be transmitted in the UHF range. Most of the newer systems are being engineered to transmit twenty television channels.

Principles of TV. Television has a great deal in common with photography. Both use light in the formation of a picture. They both also, use lenses and apertures to control and focus these light rays.

In television; however, the picture is produced not on film but on a receiver by having a subject scanned by electronic impulses. The receiver decodes these impulses and through a reverse scanning process, forms a picture on a TV screen. By close observation of your TV screen, you may observe these scanning lines. Motion is produced by the changing patterns of these scanning lines.



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Basic TV System

A microphone picks up the sound and relays it to the TV set. Light passing through the lens falls on a light sensitive layer. The electon gun sends out a beam which scans the subject from top to bottom and left to right. The light sensitive layer receives the different shades of greys, blacks and whites and generates different signal strengths, and sends them to your receiver. Another scanning process inside your home TV set reconverts these signals and an image is produced on your TV screen.

Videotape Recorders, Studios and Other Equipment. From this basic system we can expand to suit our needs. Videotape recorders merely record television signals for later replay, and additional cameras and microphones are added as needed with switching systems to allow camera or microphone selection.

As the systems become more complicated it is convenient to house

them in a single location: a studio and adjacent control room. The studio is usually large enough for the cameras to be easily moved as well as seating at least four people comfortably. Additional lighting and sound proofing can also be added. On a cable system such a studio can actually be located almost anywhere on the system but is usually in the offices of the cable operator along with his distribution equipment. A typical studio would have two black and white cameras, at least four microphones, two video recorders (perhaps with one being portable) and the related monitors and switching equipment. While color studios are feasible their cost makes them prohibitive.

CHAPTER IV

COMMUNITY MEDIA ACROSS CANADA

You can tell them by their names: TOWN TALK, METRO-MEDIA, FREE VIDEO, COMMUNITY MEDIA; all over Canada small groups of interested citizens are organizing to provide material for television, television that comes out of the community. Some of them are responding to the request of a cable operator for community programming groups, others are the result of an attempt to solve a specific community problem, and still others are but a step in the evolution of a community based communications system. Benjamin Singer in a University of Western Ontario study recently described CATV - Community Programming as the "Grandma Moses" concept of television: It is very primitive but it certainly should be watched. Unfortunately all too often we find that the life span of the community organization is short, the participants becoming disillusioned by the poor technical quality and the apparent fact that no one is watching.

It is not the purpose of this study to describe the whole Canadian television picture. This was done recently by the Davey Commission for the Mass Media and directories are currently being prepared on community media by such agencies as the Department of the Secretary of State (Bruce Steele, Videotech Project). For an indication of the scope of activities in both Canada and the United States we refer you to the bibliography of collected papers appended to this report.

The following are very brief descriptions of some of the more notable Canadian projects.

The Communities. In Thunder Bay, a citizens production unit trained by the NFB and calling themselves "Town Talk" were providing one evening's programming a week. They were actually engaged in producing public-affairs programs, initially for the local commercial station and ultimately for cable. Unfortunately the program was discontinued due to a change in ownership of the cable company.

In Beloeil, Quebec, cablecasting of city hall meetings is a regular occurrance, while citizens of Normandin, Quebec, run their own community channel. They produce programs for agricultural and industrial workers as well as the schools, and have stimulated considerable community spirit.

In Ontario: Hanover and Owen Sound are in the process of founding Communication Councils. In Walkerton, which is a rural Ontario town, there is a community communications council which works with the cable company in producing programming.

In Toronto, Rogers Cable TV Company has taken the initiative in asking community groups to come forward to participate in community initiated broadcasting. The cable company prepares programming of their own as well as cooperating with community groups wishing access to the channel. This is a company which takes a much more enlightened view than do many cable operators. In addition, they have been allowed special dispensation by the CRTC to carry advertising on the community

channel, and are so actively engaged in community programming that they have suggested to the CRTC that they be allowed more than one community channel.

Intercommunity Television in Toronto had been most actively involved in community television. Its Director, Bruce Lawson, delivers speeches about why people should take over community cablecasting, sets up workshops and prepares materials to teach production. However the coordination, production and distribution of community programs seems to have been taken over by a broadly based citizens group calling themselves "Downtown Community TV."

In both London, Ontario and Fredricton, New Brunswick citizens prepare their own programs using the facilities of the cable company. In Montreal, "Community Media", the information department of Dawson College (a community college) involves itself in the community through interesting citizens in developing participation in the mass media. They have supported a good amount of locally produced programming.

In Winnipeg, a citizens group is attempting to form a Charter Board to hold the cable licence. They have been assisted by the National Film Board's Challenge For Change, and the Institute of Urban Studies (an experimental research center at the University of Winnipeg). Vancouver's "Metro Media Association", a citizen group, has received a Canada Council grant and assistance from The National Film Board's Challenge For Change. It is now operating under a grant from the Donner Foundation while "Free Video", another group in Vancouver, has done a

great deal to "demystify" the media and the production of community programming.

Summary. These groups may not be representative, they may not even be functional. They are all trying however, to bring the means of communication closer to the individual within the community. Not all of the people involved are "media freaks" or "long-haired radicals", in many cases these groups represent a genuine attempt by the community or the cable operator to bring about better communications. Community television (and indeed any form of community media) still needs financial and moral support, many cable systems are against local participation, however well intentioned, and audiences remain small.

CHAPTER V

COMMUNITY TELEVISION IN ALBERTA: TODAY

In our interviews we endeavored to ask the four general questions which we felt would give a picture of the present status and the future potential of community television. First, who does and who should own the channel and/or the production capability and who should control access to the community channel. This was and still remains the most difficult of the questions since it inherently involves legal and financial ramifications for the operator and the general public. An attempt was made to steer clear of these problems and discuss "the ideal" situation but we were not totally successful. The replies which follow the second question, (financing the community channel) overlap part of this section. The third concern was to discover the degree of preparedness or ability of the community to begin programming. The fourth major concern was the programming itself: what kind of programs were interviewees interested in seeing, and what programs were they or their agencies thinking of producing. A fifth major area that arose out of the study concerned the manner in which Alberta communities had organized (or were presently organizing) and this is also included.

As a matter of style we have refrained from identifying the source of a quotation wherever possible. Where we have identified an individual interviewee, the response should be considered as being typical of the majority of responses unless stated otherwise.

Awareness. The level of community awareness is generally represented by two statements, "I don't know" and "I didn't realize." In Grande Prairie and Edmonton, the two communities that did not yet have cable television, no one in any of the 'man-on-the-street' interviews knew that a community channel would be provided on cable television; in Red Deer this type of interview yielded five people who knew of the community channel, none of whom knew it could be used for local origination; in Lethbridge, the one community that had had local origination on the community channel, out of the twenty-two man-on-the-street interviews only two knew about the community programming that had been done - one had been involved in a production, to the other it was 'the channel that had minor hockey on it'. The slightly more knowledgeable response from Red Deer citizens may have been the result of a rather extensive front page news story about the study team and cable television.

Ted Bower, Editor of the Red Deer Advocate, gave the study project top front page coverage, prior to its arrival in that city. The article was titled, "Did you know you could use TV channel 13?", and subtitled "Unused but reserved for community use". In this article, Mr. Bower indicated, for the first time in that city, the fact that the CRTC had made community programming a condition of the cable operator's license. He went on to encourage local individual citizens and organizations to exercise their rights of access to the cable system. He urged them to replace what was passing for local programming (a revolving carousel containing a clock, a barometer, and a thermometer, backgrounded with FM music) with programs designed to express their points of view. In a later interview, Mr. Bower suggested the blame for the amazing lack

of awareness in his city should lie partly with the cable operator, but also with the CRTC. He felt the latter should have taken the initiative in disseminating such important information which could have been accomplished by placing advertisements in the various media, ie. newspapers, radio, television stations, across the country.

As a result of Mr. Bower's newspaper article, the study team was approached by a number of individuals who showed enthusiastic interest in the possibility of programming on the community channel. However, most of the people formally interviewed in Red Deer showed a general lack of knowledge about the availability and accessibility of channel 13 to local citizens.

Mr. Eugene Kulmatycki, Director of Instructional Materials, Red Deer Public School Board, was a refreshing enlightened exception to the general lack of awareness found in that city. He had obviously given a great deal of thought to the community access feature offered by a cable system and was already making plans to implement it in his school programs. He told us there were four complete ½" video tape recording systems owned by the school board, which were being used by the various schools in conjunction with their curriculum. He discussed with us the possibilities of utilizing some school produced programs which might prove useful for community viewing. However when questioned regarding active citizen participation in the production of programming he expressed the view that "the community at large is not ready for us to run around with cameras" although "I certainly think that students are capable of using ½" equipment to produce a program that is quite acceptable".

Cable operators were interviewed whenever possible. In Edmonton, Jim Shaw, whose Capital City Cable Company covers the eastern half of the city, was most agreeable about providing community programming, working with community groups, and even approved of a CRTC licensed charter board who would be entirely responsible for programming. He has made statements in the local newspaper many times on the community access feature and indicated his willingness to cooperate in these endeavors. Unfortunately it was never possible to obtain an interview with Ed Polanski of Queen City Cable TV which covers the western half of the city, several appointments being broken. Similiar difficulties were encountered with the Red Deer operator who did supply some information during the course of a telephone conversation, where he expressed willingness to supply a studio and initiate some local programming himself.

In Lethbridge, the cable operator, Mr. Doug Robinson, was extremely helpful. He made his studio available to the study team for their use, provided secretarial help during the team's stay and spent several hours in casual conversation as well as permitting two separate interviews by the team.

The Blood Indian Reserve provided a special case for the study team. Closed circuit television utilizing a VTR porta pak is available on the Reserve. The team found that there was not a high level of awareness of cablevision and its possible uses in terms of specific study and subsequent knowledge. Rather there exists amongst those members of the Blood who have a responsibility for the development of their community, and who have also had some contact with the communications media, a realization that cable represents a very real and significant potential

worthy of examination. Respondents generally grasped the ideas inherent in cablevision when it was briefly outlined to them, and then placed them in a frame of reference as to how it might be of benefit to them and their people.

Five alternatives for responsibility in making the community aware of a community channel and its potential were presented by individuals in the communities: one alternative is that suggested by Harold Brown of CHEC in Lethbridge - it should be the responsibility of whoever controls the station to make sure people of the community are aware; a second alternative was suggested by Jim Head, President of the Red Deer College's Student Union, who felt "both the cable owner and CRTC should have been responsible"; another, more common, suggestion was that offered by Ronald Watnough, editor of the Lethbridge Herald who felt "responsibility for awareness is (with) the sponsor" - whoever is producing the show wants you to watch it therefore it should be his responsibility to see that you do; another alternative was suggested by Mayor Anderson of Lethbridge who felt that communication was such an urgent necessity that perhaps the municipal authorities should promote the use of the community channel; the most frequent alternative was voiced by Mr. Sawicki, a high school principal, "the cable operator is given access to the channel and is to make it a community service and is responsible (for making community aware)." Interestingly enough, the Lethbridge cable operator felt that CRTC thought the community channel would have a better chance of success through the cable operator - he knows what his subscribers want.

Whereas a frequent complaint in Lethbridge was noted during a man-on-the-street interview that "you only watched community programming

when you came across it by accident", the cable operator stated, "We do make people aware", and felt that nothing was going to generate the fantastic enthusiasm needed to produce very much programming. He stated that groups had been approached for programming, the local newspaper, The Lethbridge Herald, carried notices of times of local programs as well as advertisements offering use of the channel (this was also mentioned by the paper's editor) and the channel itself had, on occasion, noted through the optional slot on its time/temperature/weather carousel, the availability of the community channel for local productions. These being noted, many people felt as did Mayor Anderson that cablevision had not been aggressive enough in its promotion of the community channel. Perhaps all it needs is someone who has done this sort of thing and who is prepared to approach some of these groups and say "look could we do a program?"

Organization. For all the lack of awareness that was present regarding community television there have been attempts in several communities to utilize the potential of cable television. Certain cable operators have been successful in developing a relationship with the community in which their companies operate - at times this relationship has come about at the operator's initiative, at others the community has taken the first steps. In all of the communities studied the first sources of information and animation came through Burke Nagle of the provincial Human Resources Development Authority. The resulting organization in each community has varied according to the needs of that community.

In Calgary there has been a growing awareness of the potential of the community channel. Operators of both cable companies have on many occasions expressed their receptiveness to the concept of community animation and development as an important facet of community programming. In that city, both cable companies have hired their own program directors in order to become actively engaged in extensive community programming. Both companies have initiated public education processes, and sponsored a good amount of publicity in the local newspapers. They have further expressed a willingness to cooperate with educational institutions and community groups in promoting a more sophisticated knowledge of television hardware and an active participation by volunteer organizations.

In response to the growing need for education regarding use of the media generally, courses related to television production are in the formative stages. Mount Royal Junior College is in the process of establishing a thirteen-week-course in television production, designed to familiarize lay people with production hardware. This course is already over-subscribed, probably due to the promotion of the community channel initiated by the cable companies. While unable to train individuals and community group members, the cable companies have strongly recommended enrollment in such programs. The Division of Continuing Education at the University of Calgary is also currently involved in an exploration of the use of one-half inch VTR and has offered a variety of short training seminars.

A small group of professional media people and citizens who are interested in participation in the community channel have been holding meetings with both cable operators and their program directors, with an eye

to public education, stimulation and involvement. As yet, this has not developed into a viable working organization, but the intention is to continue to carry on this liason in the coming months. Both cable companies should be in operation shortly and the community channel will be a cooperative venture, locally produced programming of general interest going out simultaneously over both systems. An exception will be made where there is a special program of exclusive interest to either the north or south side.

Fort McMurray presents an example of enthusiastic cooperation between a cable operator and volunteers in his community. The physical isolation of Fort McMurray is no doubt what has prompted Larry Biswanger, local cable manager as well as technical director of a "Media Committee", to get his community to "talk to itself." Mr. Biswanger is very eager to both initiate and become involved in community programming; so much so, that he has presented the community not only with a studio and head-end equipment, but made available his mobile unit wherever necessary.

The "Media Committee" is a volunteer agency, made up of four local people: who are responsible for the programming broadcast over the community channel, which to date, consists on the average of about one hour per week, with extra coverage of special events and holidays. Program content runs the gamut from coverage of local events, interviews, news, and sports, to local talent shows. Their latest effort has been a weekly "Hyde Park Corner" series, where members of the community are free to air their views on any topic. This is all handled on a voluntary basis and has proven most successful; such a situation, it seems is characteristic of a small scale community, such as Fort McMurray, and

would not be possible in a large city. (Note: the CRTC regulations give 3500 subscribers as the size above which there should be a community channel. Fort McMurray has 1100 subscribers.)

Lethbridge was unique in its community programming, in that here an individual, Terry Bland, on a volunteer basis, had enthusiastically provided his community with a relatively large amount of programming covering every aspect of community life. He had been given a free hand, to do any kind of programming he wished, and his approach had been both innovative and imaginative.

The change in ownership which took place during the past year seems, however, to have changed his position. Some of the people interviewed felt that the open-door policy has been changed, the new manager appearing much less enthusiastic about providing access to individuals and community groups. They felt that the new cable manager regards the community channel as a vehicle for promoting his cable system. Control of this channel is presently in his hands, and he has not allowed much participation, engaging in local programming only when he sees fit. Community groups have not as yet organized to demand access to the channel.

A similar situation exists in Red Deer. Like Lethbridge, it has been cabled for years, but unlike Lethbridge there has never been a history of community programming. The cable operator is now prepared to provide it, but again on the station's terms. Community groups organized for access to the channel are as yet non-existent, but the investigations and resulting dissemination of information by the study team may have prompted some action in that direction.

In Edmonton a group of citizens have organized themselves under

the Co-operatives Act, calling themselves the "Edmonton Media Co-operative", and have made application to the CRTC for a license to allow the group to coordinate community television production and to facilitate access to the community channel. This would necessitate acceptance of responsibility for the arrangement of production facilities and personnel as well as preparing the daily program schedule to be delivered to the system's head-end. This, of course, presumes the separation of ownership of the cable system and programming, which they believe should be in the hands of the community. The idea of a media cooperative was initially conceived at a board meeting of the Edmonton Social Planning Council in August of 1970 and after subsequent informal meetings, a "Citizen's Media Committee" was organized for further discussions.

In February of 1971, a five day workshop was held, which served as a vehicle in organizing a cooperative structure which could begin to initiate the activities necessary for the subsequent application for a licence. Since that time a series of workshops have been held in cooperation with several of the existing educational institutions to inform people about the community channel's existence as well as to instruct them in the use of the equipment----a process they aptly term "demystification". The "Citizens Media Committee", itself a non-profit, non-commercial body, would appoint a professional production company which would provide the production and coordinating services necessary in programming. Their function would be to work directly with community participants in order to ensure the effectiveness of their programming and the efficiency of their operation.

The Department of Extension at the University of Alberta offers short courses and workshops on the use of audio-visual techniques as well as television skills. The Northern Alberta Institute of Technology offers courses in radio and television arts in addition to photography and Grant MacEwan Community College is initiating programs in journalism, audio-visual technician training, and advertising and public relations.

A group of concerned citizens, from the towns of Faust, Slave Lake, McLennan, and High Prairie, formed an action committee which was initially responsible for setting up the Lesser Slave Lake "Special Area". Due to their initiative, the Provincial and Federal Governments have made it an incentive area. A regional resource coordinator was appointed, and a Human Resources Development office set up in the townsite of Slave Lake, in accordance with the provincial government's policy of human as well as industrial development. This office, requiring communication services in this somewhat isolated area, brought in Burke Nagle, who at various Chamber of Commerce meetings explained alternative methods of setting up such services. One of these alternatives, that of setting up a cable system was discussed in great detail. The result of this meeting was the organization of a sub-committee, a "communications group" composed of members from the ranks of the Chamber of Commerce and HRDA. They are presently involved in a feasibility study and discussion concerning the possibility of putting a cable system on a municipal tax base, the general consensus being that because of the physical isolation of the area, citizens would be more than willing to participate in such

a scheme. Such a system would probably have to be owned by the community since it does not seem feasible to operate a commercial venture.

The "Grande Cache Television Association", registered under the Society's Act, and made up primarily of the community's power structure, is negotiating with its cable company, Grande Cache Development Ltd. They are in the process of working out the problems of legal liability, for which the CRTC has as yet set no guidelines, and intend to set up a broad operational structure which can hopefully be responsible for professional levels of production. The Governing Board of the town has appointed the Community Service Director to do a feasability study on the organization and projected costs of community television. The Director, Lloyd Bossert, intends to set up a three-man media committee to help him in his efforts to become involved in community programming as soon as possible. This media control committee will be made up of one government agent, one representative of the town council, and one representative from the school board, and will later include two people from the community at large.

The committee has already succeeded in obtaining a committment from the cable operator for the rent of a studio, the purchase of a studio camera, VTR equipment, possibly a porta-pak, and the use of necessary distribution equipment. The committee intends to incorporate ETV and community programming on the community channel, and therefore will propose that the local high school, which is already wired for educational television, be utilized as another production source.

Father Pat O'Byrne, who is Executive Director of the Calgary Council of Social Affairs (COSA), the social action arm of the Catholic

Archdiocese, and the Calgary Interfaith Foundation, was initially responsible for acting as the catalyst which coordinated already existing co-op groups of the Blackfoot Nation, into one umbrella organization, The Federation of Southern Alberta Indian Co-operatives. In order to do so, funding was provided by COSA, and the Alberta Human Resources Development Authority. The Federation of Southern Alberta Indian Co-operatives, an organization which embraces every aspect of life on the reserves, was established in June of 1969, in order to improve communications and to promote social change among rural people of the Blackfoot Nations. The concept of ½" video tape was introduced and used as a community development tool, the idea being to promote community programs based on cultural and educational topics, and specially designed for Indian communities. It was an attempt to provide these people with information from federal government levels on policies and programs of agencies working on the Blood Reserves, as well as with programs relevant to local needs and desires. Due to the lack of funding, this program is no longer in existence but negotiations are re-opening once again, with the Interfaith Foundation, so as to revitalize and use the concept of ½" video tape in the context of a newly created organization, "Indian News Media", as one more means of furthering communications.

Indian News Media operates with personnel from the Blood Indian Reserve with offices at Cardston. It is made up of what were previously two separate departments: Kainai News which is the native newspaper that is circulated throughout the province, and Blackfoot Radio, which has a weekly slot on a Lethbridge radio station. As well Marvin Fox, president of Indian News Media and the local director of Social

Development appears weekly on the National Network radio program "Our Native Land", where he reports on his organization's activities; in this way communication is effected not only with their own community, but with the nation at large

A proposal has also been made to Alberta Government Telephones to lay coaxial television cable on the reserve at the same time as new underground telephone cable was being laid. Unfortunately only the telephone cable was installed.

The Alberta Native Communications Society, a society of treaty Indians and Metis was incorporated and registered under the Societies Act of Alberta in April of 1968 to promote and strengthen communications between the various agencies, governmental departments and the native people of Alberta through a series of radio broadcasts, news correspondence and field contracts. It has financial assistance from Federal - Provincial grants with individual membership as an added contribution.

It was the Alberta Native Communication Society which originally assisted in the establishment of the Blackfoot Radio Program, and helped to sustain the operation of the "Kainai Newspaper". The Alberta Native Communications Society is now completely administered and controlled by native people themselves with the role of government being a supportive one. The same situation holds true for the "Indian News Media" organization. Its function is to serve Southern Alberta in the same way that the ANCS serves the northern half of the province. It is autonomous having worked out a partnership agreement which entitles it to financial aid without direction or administration of any kind from its parent organization.

CHAPTER VI

COMMUNITY TELEVISION IN ALBERTA: FOR THE FUTURE

Ownership, Control and Access. The broad area concerning governing of a cable system and its community channel was discussed along three inter-related dimensions: the first was the actual system of physical ownership itself; the second, control or management, i.e.: who should be in command and assume responsibility for what is programmed; and third, who has access to the system.

Actual ownership of a cable company was conceived in two ways: firstly in terms of private interprise, by some who felt that such a system was more efficient, as well as more approachable than a large bureaucratically structured organization; and secondly, in terms of public ownership. One private cable operator, Jim Shaw, whose Edmonton system is not yet in operation, believes that "we must have a certain amount of freedom and the right not to be regulated by a third party".

Others however, entertained the possibility of public ownership comparable to a public utility. Many citizens of Grande Prairie favoured public ownership since the individual is in business to make a profit whereas a public utility is there to provide a service, thus the possibilities of interference in programming on the community channel would be less with public ownership.

At the municipal level, Mayor Dent of Edmonton takes a strong position in favor of public ownership. He believes that "we are in the

communications business, therefore those portions of a system that involve communication should be citizen owned." His City, because it owns its own telephone system is unusual in Canada. He believes the CRTC to have done a "dis-service to all of the citizens in Edmonton", when it turned down the city's application for licensing even though the City had complied with the CRTC philosophy of broad ownership by proposing a company that was "citizen-owned with a board of directors elected by its shareholders".

Alex Mair, Director of Radio and Television Arts, N.A.I.T., in Edmonton envisaged a public system of even greater magnitude and sophistication. He believes that "the dissemination of information should be on a province-wide, if not national basis." Therefore when questioned regarding ownership, he answered, "a crown corporation", a separate entity, which would be an over-riding body that would provide an electronic link not only between the various Alberta centres, but also interconnecting the other provinces on a national network basis.

The control or management of the community channel was generally seen as being distinct from ownership of the system. That is, the cable operator was regarded as being a carrier only, in the same way that he carries the network stations, and not as a broadcaster, responsible for the initiation of programming. (This view may change since the July 1971 CRTC rulings).

The conception of a "Charter-Board" (as presented in the NFB's Challenge for Change Newsletter, Community Cable Television and You, February, 1971) was generally conceived as being the most viable means of control of a community channel. Many saw a charter board, composed

of a broadly based community group representing a cross-section of all segments of society, as controlling local broadcasting without interference from the cable operator: "I would make production separate from ownership on a community channel. Charter a gro[illegible] responsible for programming for the community channel. Make the operator a common carrier; he is then not allowed to distort in any way, shape or form." Others, however, were of the opinion that the cable operator should work together with his community, for as Mayor Barrett of Red Deer expressed it: "If facilities are going to be provided by a local operator, then certainly he must be involved somewhere; then a local board could be formed to work with him."

Not surprisingly, the present cable operator in Lethbridge (a city which has been cabled since 1964) took the position that it was the cable owner who should be in control as it was "they who are responsible to subscribers". He justified this position by stating that "a group controlling programming would have just as many biases".

His subscribers, however, did not necessarily share his views, an excellent example being provided by Mr. Jenkins from the Boy Scout Association: "if the cable company controls the community channel, then it is no longer a community channel. Control must be as wide as the community it is to reach." Ronald Watnough, of the Lethbridge Herald, reiterated this feeling: "I would hate to see control in the hands of a few who decided what a community should and should not see".

Who has access to the community channel, and who decides and handles the mechanics involved were explored in great detail during the course of gathering data. With very few exceptions, almost invariably

people believed that "access should be controlled by a board who would make sure that everyone could have use of the community channel." Doris Walters, from the Edmonton section of the Canadian Association of Consumers stated: "Our national board recommended that an advisory board composed of citizens groups, decide access." Betty Hewes, from the Edmonton Social Planning Council was most vocal in opting for community control "I don't care who owns it as long as it's community controlled. The charter board would be responsible not so much for programming, as for access to it, and persons who have access are responsible. The charter board would be responsible for allocating time as well". This might be to the cable operator's advantage: the operator might well welcome a responsible committee who would relieve him of this arbitrary decision-making.

Leo Regehre expressed the views of the average citizen when he hopefully commented: "it would be a dream if individuals could control content and availability."

In summing up the views generally held concerning access, Dr. Guernsey, Sociology Professor in Mass Media, is most exemplary: "anyone who wishes should have access. As soon as you start making any statements about who can use it and who can't, then it's not really community anymore."

In retrospect, no matter what opinions were held regarding this whole area of ownership, control and access, it becomes obvious that the issues are of crucial importance to every community.

Financing. Various alternatives of providing funds or capital

to pay for community programming were formulated and discussed.

A. Percentage of Subscription Fee: The most popular alternative was that of adding a percentage to the monthly subscription fee, charged by the cable operator; this would go directly into community programming. Most people interviewed agreed that "there should be one charge which is the same for everyone, otherwise the people you would want to reach the most won't be able to afford it." Most people also agreed that the simplest idea is the one used in Calgary where a percentage of the total monthly charge is added for community programming. If the fee was $5.00 monthly then the programmers might get 50 cents of that, i.e. 10%.

In Red Deer, however, many disagreed with the idea of an additional fee increase. Keith Hembroff, Recreation Consultant for that city, expressed a commonly held view of that community, that because "the service is so poor most people wouldn't support a fee increase."

In other communities, however, many believed that it is "the viewer who should pay." Dr. J. Bruha, of Lethbridge added: "It is unrealistic monetarily to expect the cable operator to finance programming." Others agreed that "these things will have to be paid for by those people who are using it."

Betty Hewes, of the Edmonton Social Planning Council summed it up nicely: "It would seem logical that those that receive pay, rather than those who produce."

B. Operator to Absorb Costs: Others were of the opinion that the cable operator should absorb the cost. Mr. James May, Manager, Northlands Utilities, Grande Prairie stated: "I would like to see the

community channel provided by the operator as a public service to the community as part of his package", the rationale being: "I would think it would be an asset to the operator to have a very active community channel - in fact offering his subscribers more for their money."

Interviewees in several centers agreed that financing should be covered by the cable operator, as it would be in the operator's best interests to do so. Mark Schoenberg, director of a professional theatre in Edmonton believes "regardless of how much money the cable operators are making, their responsibility is to provide community programming, and they should be willing to put some of it back in." One of the Edmonton cable operators admitted "the cable operator himself is required to put profits back into the community he's in."

As Bernie Bloom, from XTV, University of Alberta phrased it: "Cablevision operators should pay the bill. If they don't, I can't see any reason for them to exist."

C. Community Resources: A view often expressed was that community groups with resources could, and would, be willing to contribute, thus supplementing other means of financing community programming. Rev. Doug Waite of Grande Prairie "could see money coming from other sources, but these would have to be promoted. Other groups in the community with their own resources could pay for the time they used." The mayor of Red Deer accepted the proposal of a percentage added to the monthly subscription rate but felt that because Red Deer would have fewer subscribers than would a large city, it might have to be augmented by contributions from the people who are putting on local programming. Many citizens of Red Deer felt that their community college could also help defray the costs involved

in producing community programming, as well as supplement availability of equipment and resource people.

In Grande Prairie "community business groups are developing a social conscience and would be willing to contribute"; also the revenue could be "supplemented by grants from government agencies who have an interest in funding and developing local communication systems."

In Edmonton, Jim Shaw proposed to the CRTC that he add 50 cents to the monthly subscription rate, but further suggested the possibility that "the provincial government would set up a bursary fund."

Many citizens also agreed that various government levels could help finance community programming for several reasons, including: "The community channel should be funded by government so that people get excited by it." Others suggested the federal level of government be approached to provide grants for community programming.

D. Advertising: Advertising was discussed as a possible alternative source of revenue. In most cases people were in agreement that there be no advertising on the community channel. Jim Shaw, cable operator in Edmonton, spoke for many citizens when he said "in Edmonton I don't see it at all. I think they would pay 50 cents and have it free of advertising."

A commonly held view toward advertising was expressed by Harold Anderson of the Alberta Native Communication Society: "Personally, I would frown on the use of advertising on a community channel. The purpose of a community channel is to get away from commercialism." Doug Robertson reiterated this view: "if you charge, then you are getting into the commercial aspect, and then this controls what type of programming

occurs. It is strongly influenced by the people who pay for it."

It must be noted, however, that Grande Prairie represents an exception to the above general attitude towards advertising. This is due to the fact that there is no local television station which means local merchants have no access to any means of commercial TV advertising. Dr. Anderson of the Grande Prairie Community College expressed a view which we found in that community, again and again: "many communities have no meaningful advertising and are deprived of getting the message in from local markets, so they have left the medium (TV) to the national advertisers." Thus, in Grande Prairie, advertising is justifiably regarded as a viable supplement or alternative method of financing a community channel because "Grande Prairie is different, therefore monolithic regulations cannot apply."

In other communities most people felt that if advertising were to be allowed it should be done only as a last resort. Non-commercial advertising of a community nature was seen as being desirable by many. "Advertising for events within the community, not commercial advertising, but a bulletin board type."

An interesting point of view was brought forth by John McColl of CJOC Lethbridge, who strongly believed that the community channel should not be allowed to advertise because "Lethbridge is too competitive." Similar views were expressed in other communities by people in management positions with local media such as newspapers, radio and television stations, because they saw the possible threat to their source of revenue that a community channel might represent, if allowed to carry local advertising.

The idea of block advertising - blocks of time being set aside for advertising as it is done in some European countries was proposed for use on the community channel as well as the possibility of a separate channel being set aside for advertising. It was felt that the community channel would lend itself very well to a consumers guide kind of programming.

E. Other Alternatives. Another possibility was suggested by Rev. Doug Waite, in Grande Prairie: "I think the best possible way of financing it would be to add another mill to the tax structure and say that it is going to free community cable TV. Then everybody would be paying for it like they pay for a lot of other things." John Bruha agreed that "financing with tax money would be one of the wisest things we could spend tax money on."

This was a very unpopular idea with others: "I don't think it would be fair to tax the general populus for something that is not available to everybody for free - and cable TV will never be free." Likewise "our society is beginning to rebel at more and more demands on the public purse. We are going to have to come up with a better method of raising funds to ensure all segments of society participate. I do believe we can't have the more blatant methods, for example a one mill tax increase."

An innovative alternative was suggested by Dennis O'Connel, of the Economic Development Commission in Lethbridge. He felt that it was technically feasible to install a scrambler on each subscriber's television control panel which would necessitate the viewer paying for only the programming he chooses to select, in other words, pay TV.

occurs. It is strongly influenced by the people who pay for it."

It must be noted, however, that Grande Prairie represents an exception to the above general attitude towards advertising. This is due to the fact that there is no local television station which means local merchants have no access to any means of commercial TV advertising. Dr. Anderson of the Grande Prairie Community College expressed a view which we found in that community, again and again: "many communities have no meaningful advertising and are deprived of getting the message in from local markets, so they have left the medium (TV) to the national advertisers." Thus, in Grande Prairie, advertising is justifiably regarded as a viable supplement or alternative method of financing a community channel because "Grande Prairie is different, therefore monolithic regulations cannot apply."

In other communities most people felt that if advertising were to be allowed it should be done only as a last resort. Non-commercial advertising of a community nature was seen as being desirable by many. "Advertising for events within the community, not commercial advertising, but a bulletin board type."

An interesting point of view was brought forth by John McColl of CJOC Lethbridge, who strongly believed that the community channel should not be allowed to advertise because "Lethbridge is too competitive." Similar views were expressed in other communities by people in management positions with local media such as newspapers, radio and television stations, because they saw the possible threat to their source of revenue that a community channel might represent, if allowed to carry local advertising.

The idea of block advertising - blocks of time being set aside for advertising as it is done in some European countries was proposed for use on the community channel as well as the possibility of a separate channel being set aside for advertising. It was felt that the community channel would lend itself very well to a consumers guide kind of programming.

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Father Bernard, a Catholic priest, and the Director of Edmonton's St. Basil's Ukrainian centre, believed a composite of percentage of subscription, taxation, and advertising would be the fairest means of financing the community channel, and his reasons were most interesting: "Spread it all over so it isn't a burden and each has access to it, so you don't lose part of the community, which would be detrimental to the goals of building a community.

The general feeling, however, in all communities was that the viewer should pay, and that the most expedient means of doing so was to add a percentage increase to the monthly subscription rate to pay for community programming.

Community Capability. The concern in this area was to discover how ready and capable community people were of producing programs. Consistently people felt that groups should produce their own shows, "They're the only ones that know about their organization." Mayor Barrett of Red Deer expressed the hope that editing would be done by the local groups producing the programs since they can best decide what's drivel and what's important. He has always objected to the editing done by commercial stations, observing that a statement can mean an entirely different thing according to the way it's changed.

Opinions on the communities' capabilities in production ran from "very capable" to "Probably quite limited initially." The feeling was generally that people would have to call on other sources like the NFB, and that broadcasting people will help to provide facilities etc. Outside help was seen as particularly necessary for technical assistance.

However, it "would not take long for people to learn about the necessities of production" and people seemed willing, "we haven't had any opportunities, but we're willing to learn, to take part in a workshop, become familiar with equipment".

For people like Leo Regehr of Edmonton the thought of equipment being available to the use of groups like his was 'mind-boggling'. If a two day workshop was all that was needed to learn how to use equipment he felt you would "have to get out of the way of the rush" and seemed overwhelmed that one could be ready to use equipment in such a short time "I'd have to see it to believe it, but I'd be there to see it".

Doug Robinson, the cable operator for Lethbridge said workshops could be expensive but cable operators should pay for this. Lethbridge's Mayor Anderson felt that workshops would get a big response, for if people realize that they have a part to play they become much more responsive. He felt workshops could easily become part of the city's summer program with the city assisting those who wish to take courses. Alex Mair, Northern Alberta Institute of Technology, would "like to teach you people how to use TV as a tool" and suggested a twelve week course in production at the school. This route has already been followed by Mount Royal Junior College in Calgary who this fall is offering a thirteen week course to help community organizations. Mount Royal feels that "the effectiveness with which they will be able to tell their story or motivate their fellow citizens depends on that group's ability to use the television medium and that we, as a Community College should accept the responsibility for providing the know-how". Shorter workshops by community organizations,

such as Media Co-op, Edmonton, have met enthusiastic response in their attempts 'to demystify the media' and provide 'ongoing training in all media'.

Some workshops are available, professional people seem willing to cooperate and people are willing to try. The area of concern in production is almost entirely along technical lines and the consensus was that, in all areas, people would learn quickly. Equipment of some type was available in most communities. However, as much of this equipment belonged to schools, colleges and universities, it was really not accessible to the community at large. Dr. Jerry Probe of the Lethbridge Public School Board felt that school principals would be hesitant to lend out equipment although they would probably be conscientious about their role in the community. He felt that some program whereby members of the community could obtain some certification of ability to handle equipment might be a suitable answer. Jackie Phillips, a volunteer with Media Co-op pointed out that "this is your modern pencil...this stuff has got to be available....(but) somebody being paid to be responsible for it (might be the answer) because equipment is more (costly) than a pencil at his point." Pat Sokolan and Al McKinnon two 'video freaks', who have had a great deal of trouble arranging for use of equipment, suggested 'in-library -loan' arrangements where people could just book a time period for the use of equipment and come in and use it, however they would prefer "to have kids involved that know a little about the equipment before hand."

Equipment that is available to the community existed in Lethbridge and in Fort McMurray as well as through a controlled loaning policy by HRDA and occasionally NFB. In Lethbridge the cable company made

available a mobile-van unit with three cameras and a video mixer. This equipment was always sent out with a technician accompanying it. In Fort McMurray the cable operator has provided two cameras, four microphones, a mike mixer, and video switcher. This equipment is used by the volunteer staff. Other centers are working to obtain similiar facilities.

Programming. The study explored two areas of programming: the first was the type of programs people would like to see on a community channel (in Lethbridge this included questions as to the nature of programs presently produced for the community channel); the second area was the level of sophistication people felt productions had to have on the community channel.

A. Nature of Programs: People talked about two types of programming that they would like to see: the first was educational, 'the how-to-do-it' programs; and the second was primarily entertainment. Most suggestions about programming were tied to the kind of programming people were familiar with - that of the commercial channels, as one Lethbridge housewife said "you go with what you know". The most frequently mentioned types of programs were: cultural programs (in many cases these were tied to special ethnic interests); sports events (minor hockey, local track-meets, swimming, baseball and basketball); local talent (many people felt local artists should be given more exposure and saw this as a role the community channel could play); local events - this covered a wide variety of interests from more elaborate news coverage (in both Lethbridge and Grande Prairie there was the feeling that their area did not get sufficient news coverage) to coverage of such events as fairs and exhibitions;

and a more thorough coverage of such things as city council meetings (both Mayor Anderson and Harold Brown of CHEC, Lethbridge felt that this would improve the calibre of the meetings) and governmental decision - making process.

A number of people were excited by the fact that this could be a channel that catered to special interest groups. One 'man-on-the-street' in Lethbridge said "Pre-schoolers are interested in what they like and everybody over ninety is interested in what they like and you can't restrict this." Dr. Bruha, University of Lethbridge, responded with enthusiasm to the idea that here was a channel that could afford to cater to limited audiences and could therefore do innovative things because "the medium is exciting".

Three groups were frequently mentioned as users: the elderly and the shut-ins (this was seen as a way of giving them a better window into their own communities); the very young children (people seemed particularly unhappy with the general programming aimed at younger children); and teenagers. Teenagers were the group that was most often seen as making active use of it - ie. producing their own programs, a belief that may be very well founded for it was noted during the study that they responded most readily in terms of less 'on camera' nervousness and more active interest in production possibilities. For young people VTR equipment provided a way of exploring the drug problem and the communication barrier that exists between parents and their offspring.

Of particular note to programming is the situation in Lethbridge. This was the only area in which active community programming had been done. The study team interviewed one individual who had worked on twenty-eight

hours of community programming. These programs had ranged over a variety of subjects:

- a visit to a nearby mining development
- courses in photography
- sound
- the local dance festival
- local points of interest
- a hot-rod show
- a program on the drug scene using some local young people who had been arrested for using drugs
- a visit to the hospital to show how equipment was being used
- an impromptu visit to a Retarded Children's School
- flying lessons
- grooming for horses

They also did a total coverage of the 'One-Prairie-Province' conference, even though they felt there would obviously be places which would have very limited appeal. "Accept the fact that you're certainly not going to be able to compete with national programming and I think that you also accept the fact that you are going to probably appeal to only a limited section of the community. But I think that it's like anything else -- if that limited section of the community wants this sort of thing, should we not be in a position to provide it?" (Terry Bland, President of Lethbridge Chamber of Commerce).

There was concern expressed by several people about the effects of broadcasting local events. Many felt that events should be taped, rather than broadcast direct, so as not to interfere with attendance at local events. The promotional aspect to the channel was often mentioned and one interviewee referred to the spur in interest in wrestling due to television coverage, feeling that coverage by the community channel could have this effect on local sports and events.

Many people saw programming being issue oriented. Dave Collett, Principal of Grande Prairie Composite High School pointed out a potential danger this kind of orientation - that the community channel "could become a catalyst with respect to negative things rather than positive." That is to say that community issues could be equated with problems, the concern being that the community become "so tied up in looking at what's wrong that we forget to realize what's right."

A large disparity of opinion centered around the number of hours of programming a community could provide. For example, the cable operator in Lethbridge stated that they had averaged from seven to eight hours of community programming a week and that the most he felt a community could provide was ten hours. He felt that this limited number of hours was due to lack of imagination and organization on the community's part and stated that the cable company really had to 'dig' for programming. He conceded that it might be just lack of knowledge that made people reluctant to use the cable facilities.

On the other hand, we have such people as the Director of Continuing Education in Red Deer Community College who felt that the college alone could produce about twenty hours a week of programming. The responsibility and cost however, in terms of labor involved, of regular programming was seen as a problem by others who felt that the strain of committing their organization to a regularly scheduled program was too great. They would like production to be on a 'random' basis.

The community channel provided unique opportunities for the student, according to several educators, both as a training ground for television production, "this might even mean a place where we teach TV

directing, writing, I can see an enormous resource there"; as well as a way of introducing students to a new role - that of producers of information rather than simply receivers of it. The possibilities of using cable as a teaching device were also explored with the Human Resource Officer working with native groups in the Grande Cache area. He felt that training courses, in certain 'relationship' skills would not be as necessary if the people could see themselves (and the mistakes they make) as they conduct community meetings. This could be accomplished by taping the meetings and playing them back another night. He also felt this would be an excellent method of facilitating communication and understanding between the non-native and native sectors of the community. Similar opinions were expressed by native groups who saw it as a way of "helping to break down the walls", and by Indian Affairs personnel who felt that the community channel could serve as an excellent facilitator to social intercourse.

B. Professionalism: The general consensus was that "a slick professional job...is not the most important factor in getting the message across on a community channel". The community channel is apparently not to compete with the commercial mass media and people won't expect really professional jobs. The message, rather than the medium, was seen as important, "Is the quality so important if the material is there?"

There were two divisions in opinion about the production quality felt necessary in programming: the professional, such as Alex Mair from Radio and Television Arts at NAIT who felt that amateurish programming "would kill it (the community channel) faster than any other single thing" and who would like to see its use "narrowed down to the

competent" or as Harold Brown from CHEC in Lethbridge noted in his concern that "Cable viewers are very selective - they are used to seeing the best" and you would therefore need "a certain degree of sophistication to keep viewers"; and those who felt as Warren Wismer, Supervisor of Radio and Information Branch, Department of Agriculture, "programming does not need to be slick - people are as excited as all get out about seeing people they know". The deciding factor in thinking that programming be "not very professional but acceptable" (Georgina Slough, Humans on Welfare, Edmonton), was people involvement "people can relate to it and see themselves as having some part in it either because they are in it or are interested in what's going on".

The two main concerns about maintaining quality were: that people not be made to look foolish - performers must be able to be proud they took part in the production (Harold Brown, CHEC, Lethbridge), and that the quality of production be sufficiently high to maintain interest so that it not become "One of these home-grown things that go on too long and die on the vine from over exposure". An interesting point was made by Arlene Meldrum, from the Edmonton Federation of Community Leagues, in favor of amateurism "I think the very fact that it is not sophisticated would appeal...people feel life doesn't relate to them any more".

That people would become involved and were watching the community channel was evidenced by Terry Bland, who told of a production his group had made about a visit to the Kaiser mines which, due to technical difficulties, had been broadcast with audio only - the next day the cable operator had repeated requests for the rebroadcasting of the program - "this time with a picture, please" - from people who had listened to the

program and found it so interesting they would like to see the picture.

Terry Bland summarized well how people generally reacted: "It's surprising how, when you get involved in this thing and realize its potential you get pretty ambitious". The possibilities excited people, the amount of work to produce a program was cautiously considered but the consensus was "I'd like to try".

Summary. As can be seen from this report and the various means by which communities have organized in Alberta, each location is trying to work out its own way of providing a "community antenna".

The CRTC distinguishes true community programming which is done by communities, from local programming, done for communities, and suggested as a policy to follow that of "innovation" rather than "imitation", and that it "complement" rather than "compete" with commercial networks. The CRTC has emphasized that community programs "should be based on access". If people do not take advantage of this opportunity, and exercise this right, the programming, by default, will be taken over by the cable operator, and be handled as it has always been in the past. Cable companies are now providing the right of access, therefore it is possible for people to have control of this medium. To do so it is necessary for people to organize amongst themselves, and decide their needs and aims and method of implementation appropriate to their community. The implication of this, is a desire to change the kinds of communication that we traditionally experience through the media, and arrange a reversal of input; that is to say, those people who have traditionally been at the receiving end, will now have the opportunity of initiating programming. Therefore old models must not be used for what promises to be an entirely new

medium. The new concept of community broadcasting offers an opportunity for the community to develop and effect direct communication which has never before been possible.

Access puts individuals or groups into communications systems. If new systems can offer society the information it wants, the possibility is there for wider public participation.

CHAPTER VII

THE COMMUNITY EDUCATES ITSELF

As the study progressed it became apparent that one of our recommendations would have to concern an educational program if community television was going to flourish. True, we had discovered that several of the province's educational institutions were offering courses that would appear to be useful, and that a couple of the media groups were running training workshops. Nowhere, however, did we find a complete program that met the specific (and somewhat special) needs of the relatively unsophisticated citizen involved in a community media project. Equally import, we had not found an adequate supply of instruction or similiar materials on simple television techniques or on the operation of a community media service.

One of our responses to this lack was to investigate a bit further, and we did come up with such items as the New York publication: RADICAL SOFTWARE (Eight East Twelfth Street, New York, New York 10003 which is shortly publishing a book on community media), and some of the materials listed in the bibliography. Generally though we didn't find very much of value. Probably there are materials that we just haven't heard about, but we decided to change our tactics: we began talking about the kind of pilot or demonstration project that we felt would be important if not essential for the future growth of community media.

Philosophy. Community media implies community involvement, therefore any educational program developed would have to be such that

it could be part of the community, and the participants could learn and work on their own terms. Teaching materials would have to be simple and readily available to all participants and instructional sessions would have to be workshops or similiar activities where everyone could feel free to participate. Above all else, the demonstration centre would have to be equipped realistically...it couldn't be a fancy showplace if all the community could afford was a small spartan operation. In addition, the centre should be a model of community cooperation and should involve a maximum of the presently available provincial resources.

Instructional Materials. Community television, indeed most community media, is still in a philosophical or expert stage. It is very easy to find prophetic articles on a future "wired city", or a description of a global village linked electronically, and composed of a myriad smaller communities. Likewise it is easy to find technical descriptions of equipment and processes, or textbooks for the professional. Only in the areas of filmmaking and mimeographed newsletter production is it possible to find simple non-technical manuals and guides for the novice.

We would encourage members of the community, both professional and non-professional to write and publish books, manuals or pamphlets on the topics which follow. In the event that materials already exist they should be made more available, either by the distribution of bibliographiss, purchase of multiple copies of the publication or by reprinting where the original publication was a magazine or is no longer available.

Community groups should have information on the following topics readily available:

- interviewing techniques (how to find out what "everyone" wants to know)

- basic editing of film and tape ("how can I make this film clip show what I want it to")

- discussion groups (how to lead and how to participate to make the most effective use of our time)

- simplegraphics (emphasizing "home-made" materials)

- how to run a community group

- what other programs like theirs exist already (a listing of exchange materials available?)

- what facilities are available for production; sources of additional equipment and personnel (loan or rental)

- equipment operation manuals

- demonstration techniques (how do you demonstrate a skill effectively?)

- list of contacts for emergency repairs etc.

- each group will probably develop their own list of resource people, but a guide to the selection of resource people would be helpful

- guides to the community, knowledge about other groups interested in using television and their activities.

(Note: THE ORGANIZER'S MANUAL, Bantam Books, 1971 and Larson's A GUIDE FOR FILM TEACHERS TO FILMAKING BY TEENAGERS, New York City Department of Cultural Affairs, 1968 are two examples of what has been done in other subject areas.)

Television Center. Looking at the needs of a small television center we are perhaps inclined to overlook its most important need: to be in the central core of a community. In an urban ghetto this may be a disused store or office; in a suburban housing complex this might be the basement of a church, school or community center. The mass media of the

larger community are very remote, the community operated media services are either visible and close to the heart of the community or they will probably fail. With that criteria firmly in mind we can look at the center itself.

A. A Workroom: Probably the most important room of the center, the workroom should be large enough to build props, hold small meetings, prepare graphics, paint backdrops and all the other essential activities to producing television programs. Obviously all of these activities cannot occur at once but this room will be the "people" center of the operation. Wash facilities and adequate lavatories (Note: equip with laundry style tubs if possible) should be immediately adjacent.

B. Library: A comfortable, well lighted room with plenty of bookshelves, filing cabinets, and tack boards containing resources for learning about communities, television and related media. It should never be used for meetings as this tends to exclude some people and it should be open at all times to anyone who is interested.

C. Studio, Control Room and Equipment: A small studio is nice, it allows the prop artists to continue working whils a program is being taped, and should be as well lighted as financially possible, reasonably sound proofed and operable by anyone. The control room is a luxury, but a very useful luxury. Even with the newer types of video-recorders and switching equipment there is a fair amount of equipment noise and a sound proofed control room allows the producer/director to talk (shout?) while he assembles a program.

Equipment should be simple and easily operated.

Organization and Administration. Simple, flexible minimal and unstructured. The community must be allowed to develop its own administration. While there are many professional educators and communicators who could "direct" such a center, this concept will require resource personnel who can allow the community to organize and direct their own activities.

Summary. We have been discussing a simple project to demonstrate the organization and facilities of a community television center. The main purpose of the center from our point of view would be to train ordinary citizens in the operation of television equipment for use on a community cable system. In this proposal we have not talked about an "educational" program as such, those people participating in the center would train themselves and organize their own training programs. Our goal would be to provide the framework and resources to accomplish this.

CHAPTER VIII

RECOMMENDATIONS

The results of this study bear out very obviously what was one of our original concerns: "the level of community awareness is generally represented by two statements, 'I don't know' and 'I didn't realize!" Accordingly as our first recommendation:

1. WE RECOMMEND THAT AN EXTENSIVE EDUCATIONAL AND INFORMATIONAL PROGRAM BE CONDUCTED TO ACQUAINT THE AVERAGE CITIZEN OF ALBERTA (and presumably elsewhere) WITH ALL ASPECTS OF CABLE TELEVISION AND COMMUNITY ACCESS TO THIS MEDIUM.

Suggestions have indicated that both the CRTC and the individual operator should be responsible for the mandatory distribution of information and initiating community response to cable television. It is our belief that increasing the level of awareness of the general public concerning community programming will result in increased experimentation and utilization. Such use, if allowed to develop with minimum controls will provide the best guidelines for eventual community television regulation.

2. WE RECOMMEND THAT THE CRTC KEEP THE APPLICABLE CABLE TELEVISION REGULATIONS OPEN AND FLEXIBLE FOR THE FORSEEABLE FUTURE.

In particular the problem of legal liability and control of the

community channel needs further study. The supposed problems of liability apparently are being used by some cable operators to discourage community involvement. Clarification of this sensitive area will benefit all parties. Perhaps the CRTC should encourage test cases in the courts.

3. WE RECOMMEND THAT CONSIDERATION BE GIVEN BY THE CRTC TO PROVIDING REGULATIONS ON A REGIONAL RATHER THAN A NATIONAL BASIS.

4. WE RECOMMEND THAT THE CRTC KEEP THE MEANS OF FINANCING CABLE SYSTEMS AND THE RELATED COMMUNITY CHANNEL OPEN AND FLEXIBLE.

Communities in Alberta are different from communities in Ontario, and small cable systems have different needs than the large urban systems. Thus it might be appropriate for Grande Prairie to have advertising on the community channel and not in another center such as Edmonton. Of particular concern to the study is the recent CRTC ruling requiring cable operators to pay a portion of their operating revenues for the purchase of Canadian commercial network programs carried on their systems. We would be most disappointed if these monies were diverted from the support of the local community channel.

In addition to the community groups organizing in different ways to meet their needs, consideration should also be given to encouraging purely production units who would supply local cable systems with programs, and to allowing municipal ownership of cable systems.

Realistically we are aware that if the primary recommendation in this report is to be implemented, that responsibility cannot be left to

the CRTC and the cable operator. Every agency in the province that has any contact with communities or cable television must become involved in an ongoing educetional program. From our interviews with citizens at all levels of life, and our observations of the successful (and sometimes not so successful) television work shops conducted in the past few months we believe that educational programs will be most successful where the participant has maximum involvement in the learning process.

5. WE RECOMMEND THAT EDUCATIONAL PROGRAMS BE PARTICIPATORY IN NATURE, INSTRUCTIONALLY INFORMAL, AND USE THE COMMUNITY ITSELF AS A PRIME RESOURCE RATHER THAN A STUDIO OR A CLASSROOM.

"The best experience is to try and put together a television program." If the students are allowed to make their own tapes and guided to otherwise use the community as a source of their material we feel that the experience will be beneficial. Since many studio produced programs seem to be either copies of commercial talk shows or "talking face" lectures, the inclusion of "out-of-studio" techniques and means of bringing the community into the studio is most crucial (eg: use of portable video tools, Super 8 mm film, still photography, mock-ups etc.).

6. WE RECOMMEND THAT ONE OR TWO DAY INTRODUCTORY WORKSHOPS BE FOLLOWED BY THE OPPORTUNITY TO PRACTICE TECHNIQUES AND EVALUATE RESULTS.

Short courses and workshops are very viable as a means of introducing skills but to be truly successful they must be followed by additional experiences which utilize the new skills and allow further development.

7. WE RECOMMEND THAT SO FAR AS POSSIBLE BARRIERS BE REMOVED WHICH PREVENT SOME PROSPECTIVE STUDENTS FROM PARTICIPATING IN TRAINING PROGRAMS. TECHNIQUES TO ACCOMPLISH THIS MIGHT INCLUDE PROVIDING BABYSITTERS AND TRANSPORTATION FOR STUDENTS, LOW REGISTRATION FEES, AND SCHOLARSHIP SUBSIDIES FROM THE PROVINCIAL GOVERNMENT OR PARTICIPATING INSTITUTION.

In some areas the cable operators are suggesting that they will provide free courses themselves, the various media groups usually charge minimal fees but the regular educational institutions that presently and in the future will offer courses need to restructure their course financing with appropriate subsidization.

In the event that this or similiar current studies generates interest in further research or in the provision of resources to help resolve the suggested problems,

8. WE RECOMMEND THAT TO PROPERLY FOLLOW-UP COMMUNITY REQUESTS FOR ASSISTANCE OR TRAINING, AT LEAST SOME INSTITUTIONS SO INVOLVED PROVIDE FULL-TIME COMPETENT PERSONNEL.

Existing personnel cannot provide adequate servicing on a part-time basis when they have other committments of a higher priority.

Due to the positive atmosphere and interaction generated by the use of videotape recording to document the interviews

9. WE RECOMMEND THAT FUTURE STUDIES OF A SIMILIAR NATURE GIVE CONSIDERATION TO VIDEOTAPE RECORDING AS THE DOCUMENTATION TOOL.

An important function of the success of our utilization was the promise to interviewees that they could view (and edit if desired) the recorded interview.

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This bibliography does not pretend to be a definitive listing of materials on cable television, nor even a complete record of the materials consulted for this study. It is purely and simply as its name suggests a listing of the collected materials which formed our permanent files at the completion of the study. These materials have now been placed in the Adult Student Center, Department of Extension, the University of Alberta for reference purposes. Since the field of community television is changing daily they will probably provide at best, a historical look at community media developments in North America. On the basis of our contacts across Canada during the study we would anticipate a considerable increase in the current literature within the next several months. For the serious researcher we cannot too strongly recommend becoming involved with a local programming group as the means of learning the definition of community television.

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APPENDIX

A. PRESS RELEASE

B. INITIAL INTERVIEW SCHEDULE

C. REVISED INTERVIEW SCHEDULE

D. LIST OF INTERVIEWEES

E. CHALLENGE FOR CHANGE NEWSLETTER

PRESS RELEASE

COMMUNITY TELEVISION study project

A research project designed to determine how best to use community television has been undertaken jointly by The University of Alberta, The University of Calgary, and the Alberta Human Resources Development Authority.

The study will produce recommendations on the use of the community access feature of cable television for HRDA, the Universities, commercial operators, and other agencies.

The study has been initiated as a result of the current Canadian Radio-Television Commission considerations of community use of television and its request for guidance, the current explosion in the number of cable television systems in Alberta, and the need for communities and interested agencies to obtain information about the utilization and potential of this medium of communication.

The survey will include Edmonton, a large urban center anticipating cable television; Lethbridge, a medium sized urban center with cable television and with a working project with the Blood Indian Reserve; Red Deer, with cable television; and Grande Prairie, a small urban center anticipating cable television. In addition, the study will investigate the general scene in Alberta cable television and will relate these developments to general Canadian developments. A less central part of the study will be to provide sources of information and assistance to communities requesting it.

Additional information about the study may be obtained from A.C.L. Zelmer, Director, Community Television Study Project, Room 242, Campus Tower, Edmonton, phone 439-2021, ext. 42.

COMMUNITY TELEVISION STUDY PROJECT

Center _____

Date(s) _____

Interviewer _____

Interviewee _____

Videotape # _____

Office Use Only

INITIAL INTERVIEW SCHEDULE

Interview LEVEL I MEDIA IN THE COMMUNITY

A. Present Status: (Questions to be asked of owners and operators).

1. Is there a cable operation or franchise? _____

Owner _____

_____

Manager _____

Number of channels _____

Call letters	City of Origin	Network

2. Number of Hook-ups _____
Cost of Hook-up _____
Cost per month _____

3. Programming presently carried on or anticipated on the community channel.

Public service _____

_____

Educational _____

_____

(level IA cont'd)

4a. What facilities, equipment are you providing or anticipate providing for the community channel? (Specify equipment type, brand, model, size.)

4b. What funds are you providing or anticipate providing for the community channel? Specify source of funds (eg: assessment of $.50 per month per hook-up).

5. RADIO STATIONS: List with call number, ownership, power and range.

6. TELEVISION STATIONS: List with call number, channel, ownership, power, range and network affiliation.

7. Attitude of cable operator with regard to community participation: (a) His philosophy of operation, (b) The amount of participation with community groups that he is willing to undertake.

8. How do you differentiate between community television and educational television and how do you see your system handling them (eg: separate channels or shared).

COMMUNITY TELEVISION STUDY PROJECT

Center _____

Date(s) _____

Interviewer _____

Interviewee _____

Videotape # _____

Office Use Only

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B. Historical Perspective on Broadcasting in the Community: (Questions to be asked of Key Community persons and of broadcasters if necessary)

1. History of the control of the media (radio, television and newspaper) leading to the identification of the present power structure.

(level IB cont'd)

2. General History of the use of media by the community (if any).

3. What kind of studies or projects have been undertaken, or are being undertaken in the community relating to the community use of television (esp. cable TV), their results and availability.

COMMUNITY TELEVISION STUDY PROJECT

Office Use Only

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Center _____

Date(s) _____

Interviewer _____

Interviewee _____

Videotape # _____

Interview LEVEL II AWARENESS IN THE COMMUNITY

(Questions to be asked of all persons interviewed except "man on the street".)

1. What kind of community television programming occurs in the community?

2. What kind of involvement do individuals or groups have with the television media, especially cable TV?

3. What groups of people have an interest in the development of community television programming, and what specific interests do they have? (Indicate absolute number of people represented by each group AND also % of group interested in community TV programming.)

(level II cont'd)

4. What key interests that you have would you like to see on community television?

5. What information and skills do you need in order to facilitate your interest?

6. Identify resource persons and agencies within your community which could provide technical assistance, equipment or other resources.

(level II cont'd)

What is the availability of equipment and other resources? (Specify equipment brand name, type, size and model where known with availability and source.)

7. What do you mean by the terms "local programming" and "community programming"?

8. What kind of contact do you or others in the community have with the local cable TV operators?

(level II cont'd)

What kind of contact would you like to have?

9. What individual or group determines the program offerings on the local cable system (legitimacy and accountability)?

10. What recommendations would you like to make to the CRTC with regard to regulations controlling what individual or group determines program offerings?

11. What kind of provincial or national governing system would you like to see responsible for cable TV (esp. community channels)?

(level II cont'd)

12. Describe how willing your community is to begin to initiate local programming on the cable channel.

COMMUNITY TELEVISION STUDY PROJECT

Office Use Only

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Center _____

Date(s) _____

Interviewer _____

Interviewee _____

Videotape # _____

Interview LEVEL III MAN ON THE STREET

1. What does cable television mean to you?

2. Are you aware that a channel has been reserved on the cable system for local community programming?

3. What kind of local programming would you be interested in watching?

REVISED INTERVIEW SCHEDULE

1. Do you have television in your home?

No

Yes

2. (a) Does Lethbridge have cable television? No

if yes then: Yes

(b) Do you have cable television? No Yes

(c) How many channels does it carry? _____

(d) Is it owned locally? No Yes

(e) Is it managed locally? No Yes

3. (a) Is there a cable TV channel available to the community, for community use in Lethbridge?

if yes then: No

Yes

(b) Have you ever watched it? No

if yes then: Yes

(c) What kind of programming does it contain?

_____

_____

(d) Who broadcasts programs on it? _____

_____

if no to 3(a) then:

(e) Would you like to see a TV channel available to the community, for their use, in Lethbridge?

No

Yes

4. If a community television channel were provided to Lethbridge for the community's use:

   (a) Who should be able to broadcast programs on it? (i.e. control?)

   (b) Who do you think would broadcast programs on it?

   (c) How often do you think people would use it to broadcast programs?

   Often
   Sometimes
   Never

   (d) How do you think it would be used (what kind of programming)?

   (e) Do you think community groups could do their own programming?

   No

   Yes

5. Is there any TV production equipment available now, in Lethbridge (other than what can be purchased)?

   How much?

   Where?

   What kind?

6. Is use of this equipment:

   free to the public
   free to certain groups
   rentable to public
   rentable to certain groups
   on a 'hiring out' of production services basis (i.e. do contract production)

7. Are there any special programs tha' you would like to see on such a community channel?

LIST OF INTERVIEWEES

The following list represents those individuals with whom we conducted a formal interview, usually recorded on videotape. While we have credited particular statements to specific individuals we were attempting to show an overall picture of the level of awareness in Alberta. We will be retaining the videotapes and our rough editing sheets for a limited time and further investigation of specific ideas and trends could be attempted upon request.

We would also like to reinterview many of our subjects six months after our initial contact to determine the extent of changed awareness. Unfortunately, due to time, finances and our study design this is not possible.

The field team also interviewed numerous individuals using an "on the street" format. No attempt was made to determine or record their names and other information. While the interviewees were free to follow-up the interview by requesting further assistance from the resource personnel, the interview was deliberately very informal in an attempt to elicit general information.

Again our thanks to all the interviewees for their participation and assistance.

EDMONTON

Adamson, Martin; Edmonton Separate School Board
Anderson, Harold; Alberta Native Communications Society
Bernard, Father; St. Basils Parish
Bloom, Bernie; XTV, University of Alberta
Clark, R. C. (Honourable); Minister of Education, Legislative Building
Crothers, Rick; Audio Visual Services, University of Alberta
Cox, A. L.; Special Assistant to Minister of Telephones, Legislative Bldg.
Dahm, Diana; Edmonton Day care Centre
Dawson, Betty; A.C.T.R.A.
Dent, Ivor (Mayor); City Hall
Graves, Warren; Walterdale Theatre
Guernsey, E. (Dr.) Sociology Department, University of Alberta
Hansen, Terry; Future Society
Harland, Gary; XTV, University of Alberta
Hewes, Betty & Donahue, Joe; Edmonton Social Planning Council
Hodgins, Mike; Junior Chamber of Commerce
Kasa, Walter; Director of Drama, Financial Building
King, Dave; Edmonton Council of Churches
Mair, Alex; Radio & TV Arts, N.A.I.T.
McKinnon, Al; St. Mary's High School
Meldrum, Arlene; Edmonton Federation of Community Leagues
Peacock, Tom; Drama Department, University of Alberta
Polanski, Ed; Queen City TV
Regehr, Leo; Fundamentalist, H.R.D.A.
Reierson (Honourable) Minister of Labour & Telephones, Legislative Bldg.
Sasbow, Leslie; Gamma Engineering
Schoemberg, Mark; Theatre 3, University of Alberta
Schuler, Jerry; Rural Education Development Authority
Shaw, Jim; Capital City Cable Co.
Shorter, Larry; Director of Communications, Department of Education
Suichies, Emrick; Intergovernmental Urban & Rural Research Committee
Slough, Georgina; Humans on Welfare
Sokolan, Pat; St. Mary's High School
Walters, Doris (Mrs.); Canadian Association of Consumers
White, Dave; Public Relations Department, University of Alberta
Wismer, Warren; Radio & Information Branch, Department of Agriculture

GRANDE PRAIRIE

Anderson, Henry (Dr.); Grande Prairie College
Beairsto, Rick; Drop-In Centre
Borstad (Mayor); City Hall
Collett, Dave; Grande Prairie Composite High School

Grande Prairie Friendship Centre
Hebbes, Roger; Agricultural & Vocational College, Fairview, Alta.
Hudson, Greg; Grande Prairie Friendship Centre
Johnson, Lew; Parks & Recreation Director
Lowe, Jean (Mrs.); Preventive Social Services
Lowry, Don; Juvenille Court
May, James A.; Canadian Utilities
Miedema, John; City Commissioner
Naphin, Father; St. Joseph's Catholic Church
Pearcy, Gordon; CFGP Radio Station
Robertson, Doug; Canada Manpower Centre
Romanchuk, A. S.; Barrister
Sargent, Ken; Trumpeter Motors
Scott, Bill; Daily Herald Tribune
Toews, Deane; Industrial Co-ordinator City of Grande Prairie
Waite, Doug (Reverend); St. Paul's United Church
Wright, Al; Prairie City Credit Bureau Ltd.

LETHBRIDGE

Aderle, Irwin; Oldman River Planning Commission
Anderson (Mayor)
Bland, Terry; President Chamber of Commerce
Brown, Harold; CHEC Radio
Bruha, John (Dr.); Division of Education, University of Lethbridge
Gerla, Ron; Central Catholic High
Jenkins, Bob; Boy Scouts
Jensen (Mr.); City Social Services
Kimmitt, Bob; Lethbridge Separate Schools
McColl, John; Lethbridge Television Ltd.
Mitchell, Molly (Mrs.); Lethbridge Auxilliary Hospital
Probe, Jerry (Dr.); Lethbridge Public School Board
Robinson, Doug; Lethbridge Cablevision Ltd.
Rondell, Bev.; Indian Affairs Branch
Runge, Ken; President of Students Union
Sawicki, S. W.; Principal
Smith, Sam (Dr.); University of Lethbridge
Spence, Ken; Y.M.C.A.
Stevenson, Sharon; President of Students Union
Steward, C. D.; Lethbridge Community College
Thrall, Ralph A. Jr.; Box 700
Watnough, Ronald, City of Lethbridge Herald
Yellowfeet, Rose; Friendship Centre of Southern Alberta

RED DEER

Barrett, (Mayor)

Bourke, Bud & Foster, Jim; Red Deer Chamber of Comm. e
Bower, Ted; Red Deer Advocate
Burrows, Bob; Y.M.C.A.
Coldrick, Jef; Manager Comm. Video
Dawe, Jean (Mrs.); Allied Arts Council
Eastman (Dr.); President Red Deer Community College
Eddy (Dr.), Ken Nixon & L. Tallman; Regional Office of Education
Ervine, W. H.; Preventive Social Services
Bigson, Tom; Horticulture Advisor
Head, Jim; Red Deer Community College
Hembroff, Keith; Department of Youth, Provincial Building
Herder, Margaret (Mrs.); Canadian Association of Consumers
Jones, Benson; Red Deer Ministerial Association
Kulmatycki, Eugene; Red Deer Public School Board
McAffrey, Colin (Dr.); Red Deer Community College
McGregor, R.; CKRD - Radio & TV
Moore, Don; Director of Recreation, City of Red Deer
Starling, Louise (Miss); District Home Economist, Department of Agr.

CALGARY

New, Art; Council on Social Affairs
Horsey, Mike; Executive Assistant to the Mayor
Hughes, Ed.; Federation of Calgary Communities
Allen, Patricia; Executive Director, Volunteer Bureau
Paxton, Robert; Company of Young Canadians
Robertson, Alan, Calgary & Region Educational TV

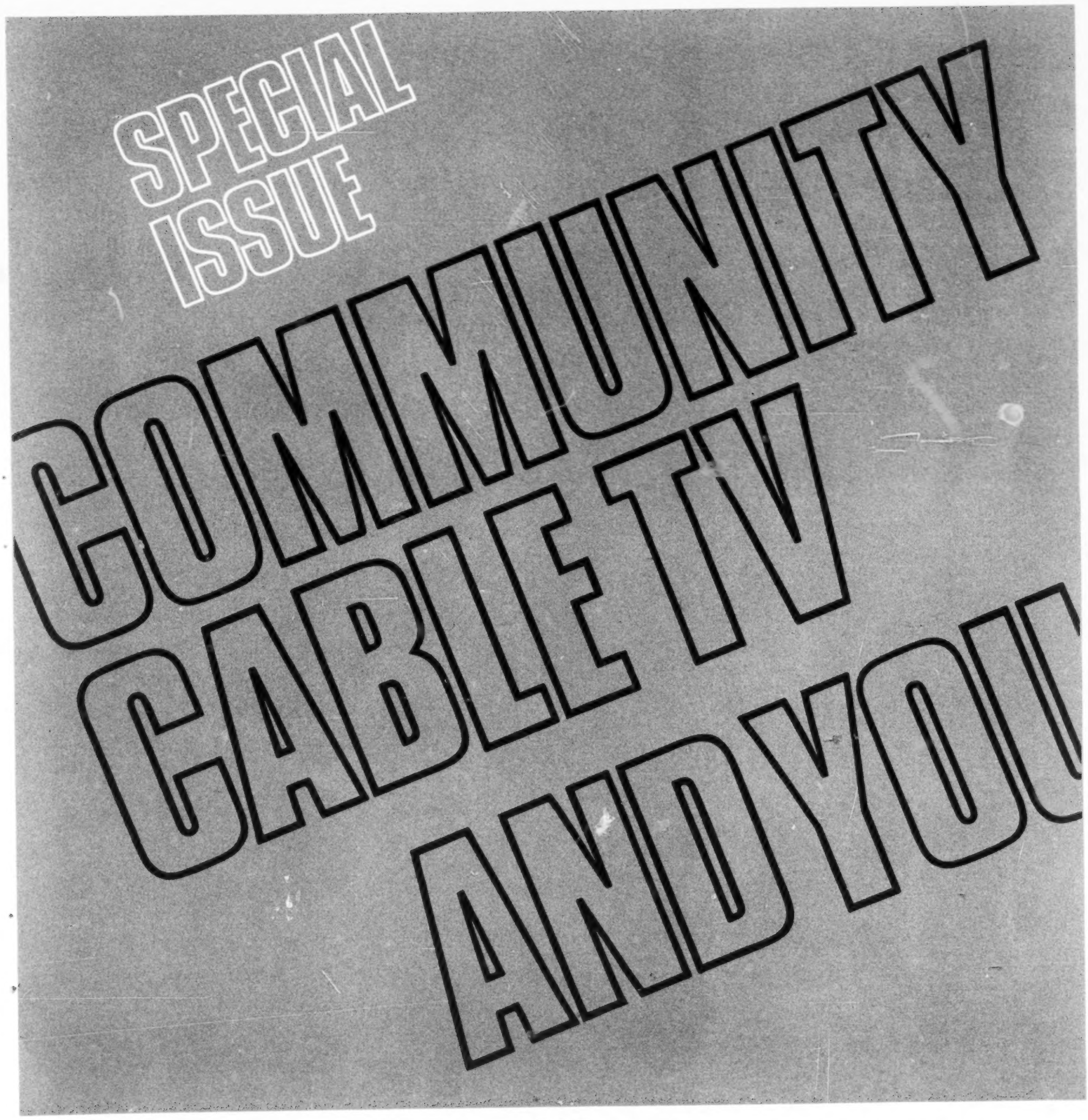
BLOOD INDIAN RESERVE

Fox, Marvin; Social Development, Standoff, Alberta
Rabbit, Doreen; Home Visitor, Social Development, Standoff, Alberta
Black Plume, Reggie; Foreman, Kainai Industries, Standoff, Alberta
Weaslefat, Francis; Office Manager, Indian News Media, Cardston, Alberta
Tailfeathers, Beverley; Reporter, Blackfoot Radio, Cardston, Alberta

OTHER

Kalbfleisch, Jim; Alberta Vocational Center, Ft. McMurray, Alberta
Biswanger, L.; Alberta Brodcasting Cable Corp. Ft. Mcmurray, Alberta
Bossert, Lloyd, Provincial Building, Grande Cache, Alberta

February 1971
newsletter challenge for change société nouvelle
No. 6
National Film Board
of Canada



Challenge for Change/Société Nouvelle
newsletter
No. 6
Special issue on Cable TV
February 1971

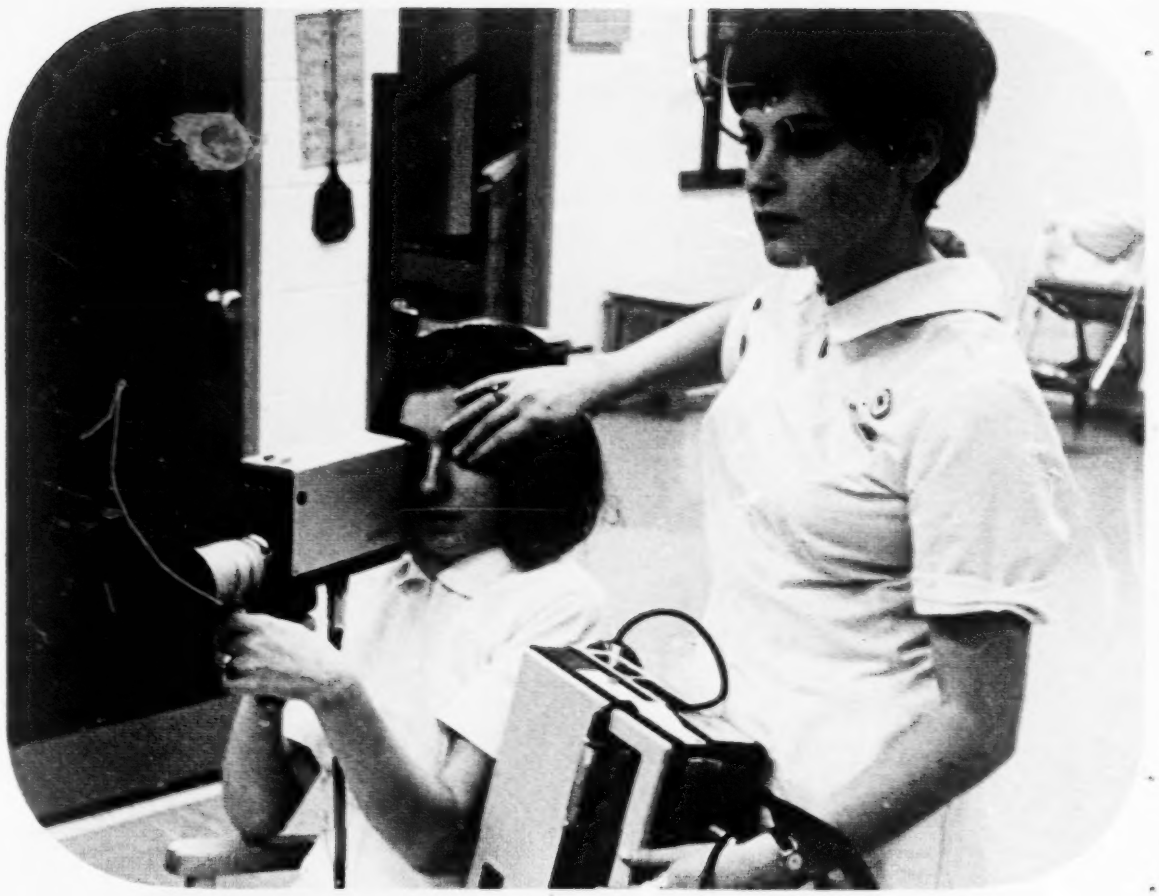
National Film Board of Canada

Challenge for Change/Société Nouvelle:
a program designed to
improve communications,
create greater understanding,
promote new ideas and
provoke social change.

Editor: Dorothy Todd Hénaut
Art Director: Pierre Fontaine
Designer: Doris Schwob
Drawings: Peter Whalley
Photos: Norm Proctor

The *newsletter* is published three or four times a year. If you wish to receive future issues, please write to:
Challenge for Change newsletter
National Film Board of Canada
P.O. Box 6100
Montreal 101, Quebec

Letters and articles will be welcomed.



Les lecteurs de langue française peuvent obtenir un rapport en français sur la télévision communautaire en écrivant à:

Société Nouvelle/Challenge for Change
Office national du film du Canada
Case postale 6100
Montréal 101, Québec

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Some of us are satisfied with our lives, our environment and our community.

Some of us are not.

Some of us are satisfied with our houses, our educational facilities or our job opportunities –
while others live in slums, and watch helplessly as our children drop out of school and join the ranks of the unemployed.

Old women on Indian reserves, and old fishermen on the maritime coast, have tales to tell – an accumulation of the ancient oral tradition. But who listens to them?

Young people, alienated from their elders and from the world, are searching for self-expression.

Canada is producing some of the best rock groups around.

Some of us are searching for a new meaning for community.

One-fifth of us lives below the poverty line.

One-tenth of us is unemployed right now.

Eleven point five percent of the adult population of Ontario are alcoholics.

Pollution of the environment is becoming intolerable.

Some of us believe that we can do something about our problems.
Some of us do not.

Can we?

What in your community particularly concerns you?

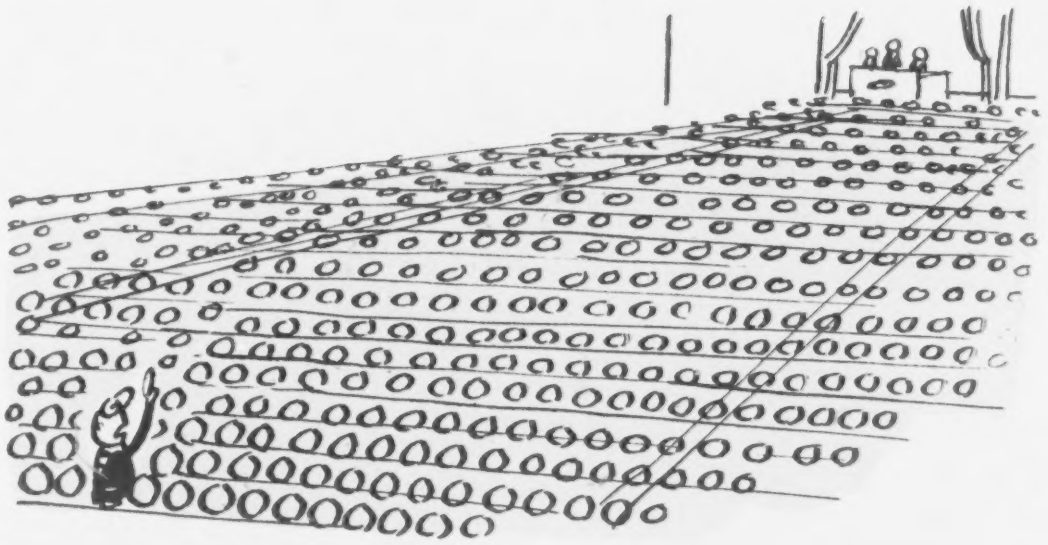
What makes you mad, sad, glad?

What have *you* got to say?

Who will listen?

In a democratic society, democratic dialogue (an exchange of differing ideas until a majority can agree on a plan of action) is the ideal approach to problem-solving.

In an age when a broad representation of the community could get together in the local town hall to carry out this debate, people felt responsible for the decision-making process, and responsible for their own lives. Group effectiveness and enthusiasm in problem-solving is community spirit.



Challenges and solutions generate community spirit.

Increase the size of the group to a point where the individual achieves little or no participation in group problem-solving, and you have a diminished community spirit.

Increase the complexity of the problem so that a specialist elite is required, and you have people who are disadvantaged in relation to sharing community spirit.

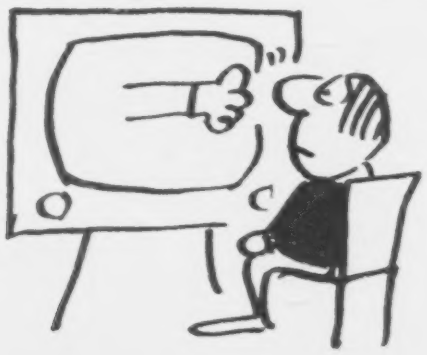
In our time, we have become apathetic because we feel helpless to change many of the decisions affecting our lives.

How Can We Revitalize the Democratic Dialogue?

What if we could carry on a forum for community self-expression via the television sets in everybody's living room?

Could the power of television be used to generate community dialogue?

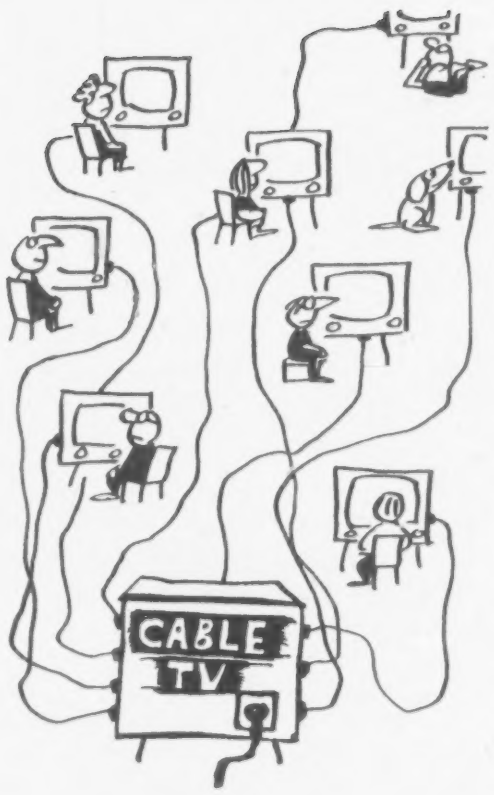
Cable Television may be the key.



What Is Cable TV?

Canada is presently the most "cabled" nation, per capita, in the world:
... over 300 cable companies (all Canadian-owned);
... over four million Canadians watching;
... growing at 25 percent a year.

As of 1971, for your monthly subscription (about the same cost monthly as a telephone) you will receive:
CBC
CTV
American stations
Educational TV
and *your community channel.*

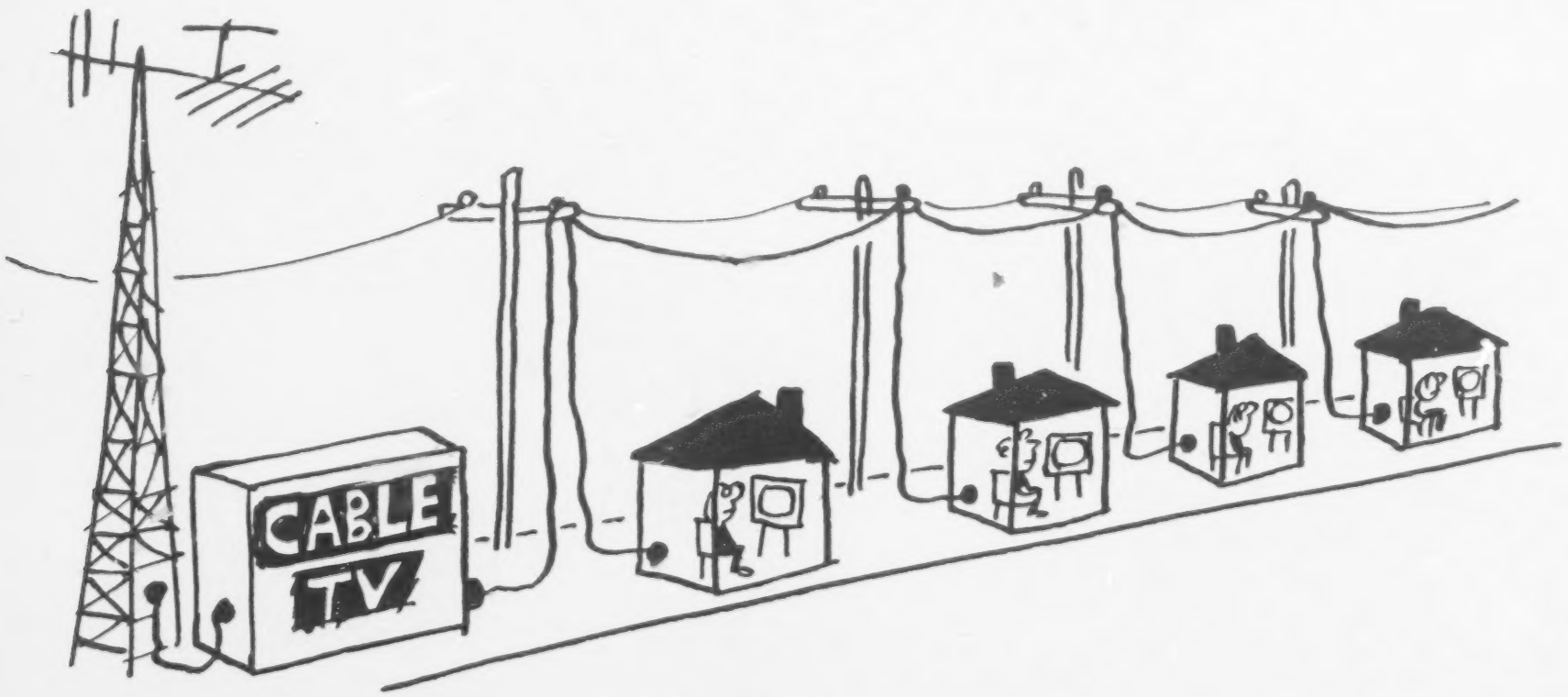


Cable Companies

Cable companies are an integral part of the community, and most take their community programming responsibilities very seriously. Ranging from the local television store owner who has branched out into cable, to larger companies that may be involved in several different communities, they are all faced with the problem of creating something that barely exists at the moment – real community programming. They need your help.

How Does It Work?

The local cable company builds a large antenna that picks up the signals from CBC, CTV, American stations and educational TV, and retransmits them via a cable that is strung along with telephone wires and enters each subscriber's home. Local programming, directly from the cable TV studios, can also be transmitted. For people who do not subscribe, the local community hall or a church hall could be wired for cable.



What Is the Difference Between Cable and Broadcast?

The area covered by a single cable company is designated by the CRTC (Canadian Radio-Television Commission). Large cities are cut up like jigsaw puzzles into smaller areas, and no two cable companies are allowed in the same area.

The *costs* of cable TV and broadcast TV are not comparable. While the two-inch cameras and equipment for broadcast are a major investment, the one-inch and half-inch videotape equipment used for cable are much more approachable in price.

If You Had Access to Cable TV, What Should You Do?

Aims
First, ask yourselves a series of questions:

1. What are the aims of our group?
2. What are our present needs? What do we want to say?
3. Who are the people we need to talk to in order to fulfill our needs?
4. How shall we reach them?
5. How can we ensure that their response will reach us?

If the answer to the third question is found among the subscribers to cable television – a rapidly growing segment of the population – then access to cable may be of prime importance to your group.

Second, you should remember that your approach should not be one of publicity, but of *dialogue*. You want to explain your point of view, and obtain a response. (In their desperate attempt to obtain "publicity" from the mass media, most groups have settled for some pretty inaccurate and useless "coverage".)

How to Make Your Own Programs

Equipment
Take inventory of the videotape equipment available in the various institutions in your community.

As well as the cable companies, you will probably find such equipment in local community colleges, vocational high schools and universities, perhaps some hospitals, and even some of the larger industries. See how many of these you can beg or borrow, and also price equipment yourself to see whether it would be worthwhile for your group to invest in it. Don't forget, it can also be used as a closed-circuit "mirror machine" that can further the growth of individuals and your group as a whole.

Here are some approximate costs for half-inch video equipment:

Camera and portable recorder: $1,500. (for street interviews, discussions in a car, boat or airplane, and long dialogues in the comfort of your living room)

Monitor: $300.

Videocorder: $700. (for recording long meetings, and for use in editing and playback)

Accessories: $400. (camera cables, better microphones, camera adaptor, extra batteries, etc.)

Tape costs: $22.00 per half-hour, or $42.50 per hour (and tapes can be erased and used over and over)

An extra monitor: $300. (for editing)

The cable station will probably have a one-inch recorder for sharper editing.

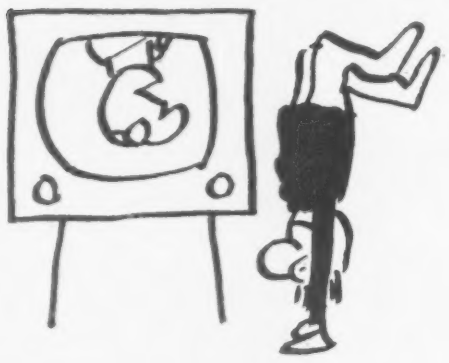
Programs
Ask yourselves the questions:
1. What do we want to say?
2. Who is our audience?
3. How can we express ourselves so that our audience will understand?

By this time your ideas will be churning away: Who to film? What exterior shots will be needed? A little something...

in music and commentary.

A straight-forward approach is most effective – a direct line between you and the people you are trying to reach.

But then again, there is lots of room for experiment...



and pre-taping can be combined with live studio participation.

The half-inch video equipment is relatively simple to operate. You will learn quickly from your own mistakes, and you can always use the tape over again.

Important: Play the tape back right away and give your subjects a chance to see it first – and to erase it if they don't like it.

At the beginning, why not obtain the advice and assistance of the local cable people, or students working with video, until you can do it with confidence on your own?

If you haven't got time, get the cable company to do the program you have in mind. The CRTC expects the cable owners to provide community service rather than duplicate conventional television, and many of them are delighted to find new ways to go about it.

What Might Be Programmed?

A documentary on the unemployed, *made by* the unemployed.

Live city council meetings, with home audiences phoning in questions to councillors before or after the meeting.

Visiting lecturers to the university or local groups could speak with the whole community.

Consumer information.

The inside view of public housing.

Live school board meetings.

What the militant poor mean by "welfare rights".

Regular accountability sessions with federal and provincial MP's.

Junior League hockey.

The local Little Theater group.

A picture of the local Indian reserve, made by the Indians themselves.

A lively Ukrainian feast-day celebration.

A rap session with young long-hairs in a drop-in center, and a discussion with a church youth group, followed by an exchange of ideas between the two sets of young people. (Add a couple of parents.)

Who Will Pay?

In *Calgary,* the cable owner raised his rates 50 cents per month, and this money goes directly into community programming.

In *Fredericton,* the cable owner pays the whole shot, without raising his rates.

In the *Normandin* area of Quebec, the citizens of Normandin, Saint-Thomas, Girardville, Albanel and Saint-Edmond have formed a non-profit corporation to run three community channels. Saint-Félicien, Dolbeau and Mistassini are forming theirs too.

In other places, different community groups own their own equipment and prepare their own programs at very low cost.

Who Will Be Responsible?

The cable owner may say that you cannot make your own programs – or "go live" – because he is legally responsible for what goes on the cable.

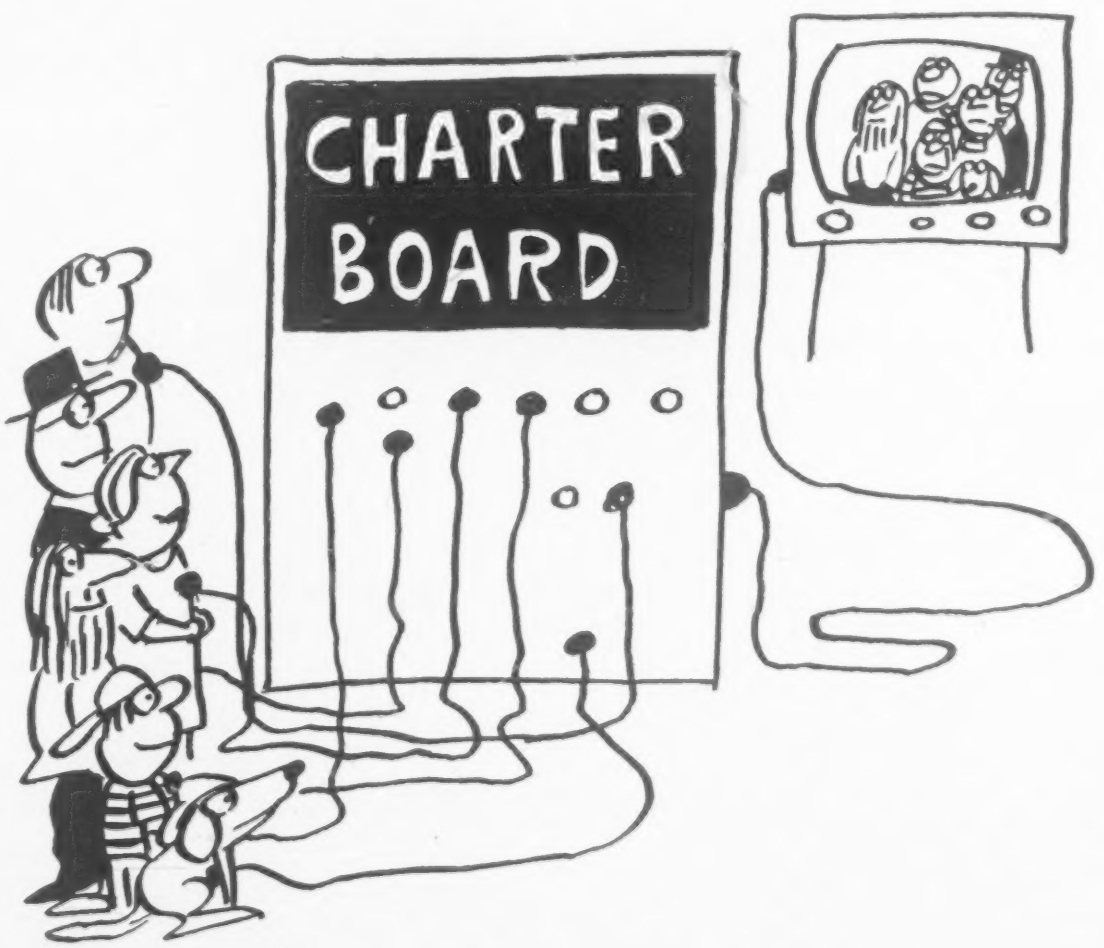
But the laws can be changed – so that you, the program originators, will be legally responsible for what you produce.

Control of Programming

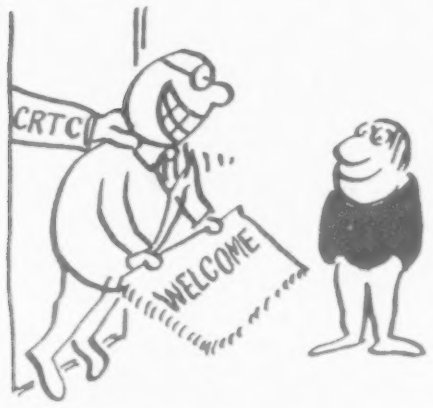
How can you assure that not just you, but all members of your community will have access to this public forum?

The best proposal so far has been to set up a Charter Board composed of a real cross-section of all segments of society (including those who normally have no voice) – in order to see that one channel assures access to all segments of the community. The Charter Board's main purpose is to take the responsibility of ensuring that *all* citizens have the right to participate, and that the channel will not be dominated by the most powerful voices. Democratic dialogue will include controversial subjects – and a forum for discussing them is necessary.

In *Normandin* (Quebec), the citizens have formed a board of directors to administer community cable. The nerve center of the operation is the program committee, which receives, studies and selects projects submitted by members of the community. A team of three people is then selected to coordinate the production: a production head, to coordinate everything; a technical head; and a research and information chief. These lead the work crews who produce the programs. At the present time there are a dozen crews producing community cable programs, and similar organizations are being set up in neighbouring towns.



Talk to your local cable owner...



and see what can be worked out. If your group, or a Charter Board, can be legally responsible for your programs, thereby taking him off the hook, he may very well welcome your participation even more. Cable television is very new, and he *needs* programming to fill his time slots.

If there is no cable in your area, talk to your local CBC, CTV or private station. The air waves belong to all of us.

What Is Happening Now?

A *Thunder Bay* citizens' production unit is providing one evening's programming a week. The programs are made *at the request of local groups.*
Beloeil (Quebec) cablecasts city hall meetings – live.
In *Abitibi,* the local unions do community broadcasting over four counties, with the citizens making their own programs.
Hamilton (Ontario) has conducted intensive Pollution Probes over the community channel.
Fergus (Ontario) provides an outlet for local talent.
The *Ontario Federation of Labor* is training people in television techniques.
Citizens of *Normandin* (Quebec) run their channel. They make programs for agricultural and industrial workers and the schools, and have stimulated considerable community spirit.
London (Ontario) has special Indian programs.
In Ontario, *Walkerton, Hanover* and *Owen Sound* are forming Communications Councils.
Fredericton (N.B.) citizens prepare their own programs with their own cameras.
In *Montreal,* the YMCA puts on an hour a week, for and by young people.
In *Toronto,* Rogers Cable is asking community groups to come forward to participate in cablecasting.

Why Is Cable TV More Accessible than Broadcast?

The CRTC (Canadian Radio-Television Commission), which is the federal body regulating all matters relating to broadcasting in Canada, has set aside one community channel, especially for you.

What Else Does the CRTC Do?

They license cable companies.

They designate cable areas.

They decide how many channels may be developed.

They can make the decision to allow licensing of program originators for specific time slots, or of Charter Boards for a whole community channel, instead of leaving all legal responsibility with the cable owner.

They regulate the presence or absence of commercials on a channel.

How Can You Influence the CRTC's Decisions?

In mid-February 1971 there will be a Canadian Broadcasting League *conference on community programming by cable* (write to 111 Sparks Street, Ottawa). But, since such programming is brand-new, *you* are the experts. If you can't attend this conference, then get copies of the proceedings from the League, and insist that your local radio, TV and newspapers report the event to you.

In April 1971 the CRTC will hold more hearings in order to come up with *regulations regarding community channels*. It is *your right* to submit your own proposals as to how your community channel is to be used. These proposals must be submitted by April 1, 1971.

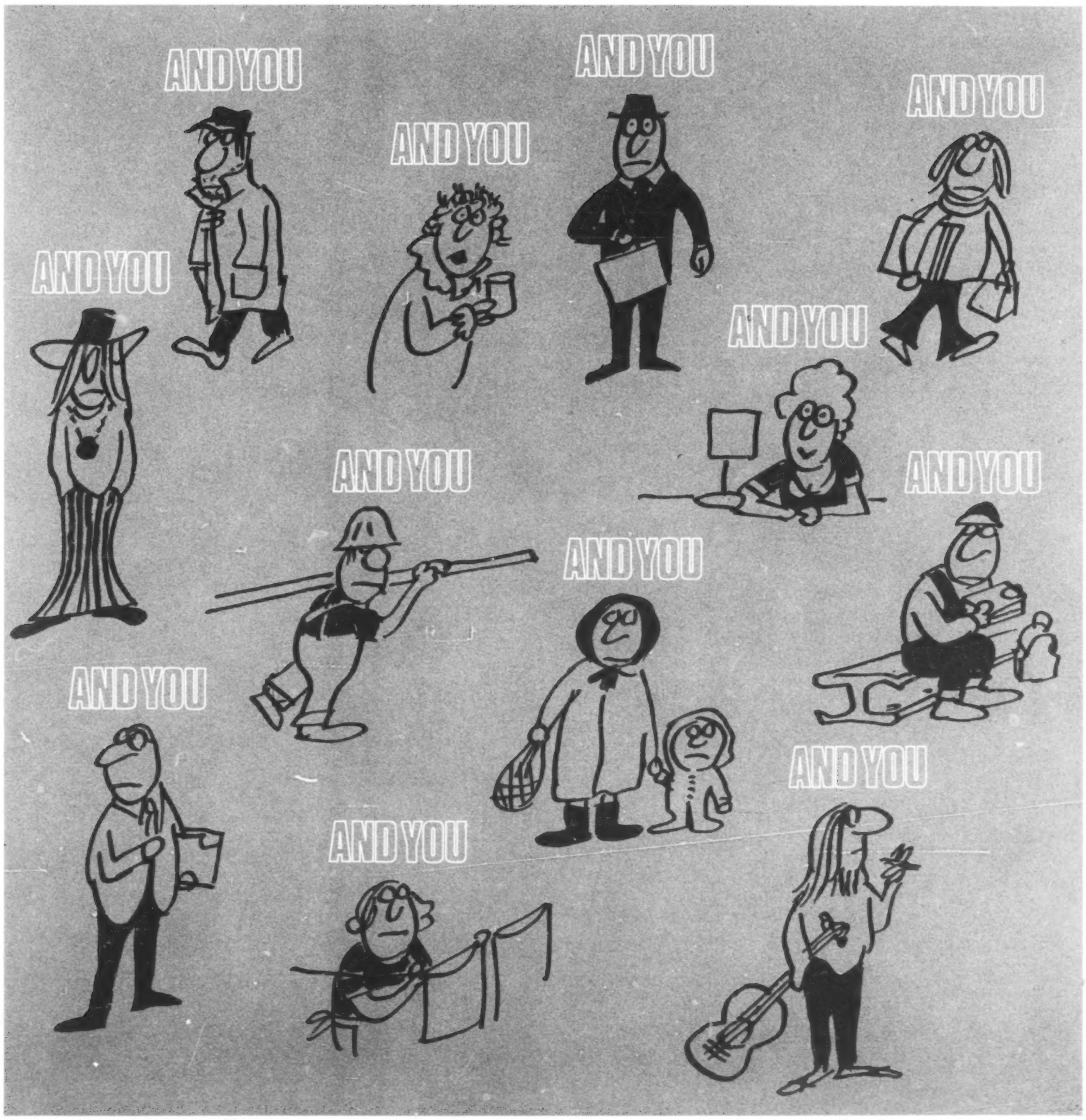
The address: Canadian Radio-Television Commission, 100 Metcalfe Street, Ottawa, Ontario.

If you come up with a good plan – one that will be of real service to your community, that is practical and financially feasible, that has a built-in guarantee of continuity, and that provides for different programming from what you now see on your TV set...

... the CRTC will give you a sympathetic hearing.

These community channels will be regulated as *you* see fit. They can give *you* a voice and help *you* to *act* to develop your community.

But *only you* can make these things happen.



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